

CHICAGO
PUBLISHED
WEEKLY at 100
E. OHIO ST.
DEL. 1337

First Copy
Advertising Age

PUBLIC LIBRARY
APR 9 - 1940

NEW YORK
330 WEST
FORTY-
SECOND ST.
BR. 9-6432

THE NATIONAL NEWSPAPER OF ADVERTISING

Entered as second-class matter Jan. 9, 1932 at the postoffice at Chicago, Ill., under the act of March 3, 1879.

Vol. 11, No. 15

April 8, 1940

10 Cents a Copy, \$2 a Year

Rough Proofs

Uncle Sam is planning to promote sales of government publications by displaying signs in post-offices. And after all he has been telling us about the merits of direct mail?

Congressman Patman says that chain stores foster monopolies and adds that in some localities they do 10 per cent of the retail business. They're at least modest monopolies.

"Think of someone far away—and then think of the telephone." And the farther away the better.

After noting the latest Waterman family argument, you can hardly blame Hitler for not agreeing that the pen is mightier than the sword.

The NRDGA (department stores to you) is working on a plan to control too enthusiastic copy for Nylon hosiery. If the advertising runs, the product mustn't.

Memphis drug stores must sell only drugs and related items on Sundays hereafter, it has been decided. Some old-fashioned people still think that a druggist runs a pharmacy.

Red caps in Chicago will receive a service fee instead of a tip, the railroads have decreed. But they agree with the Bard of Avon that a rose by any other name smells just as sweet.

The idea of sponsoring broadcasts of heavyweight boxing matches would appeal to advertisers a lot more if Joe Louis weren't always in such a hurry to catch his train.

Mark Wiseman suggests that readers "chisel" by perusing the entertaining parts of the ads and then skipping the selling talk. Wouldn't it be possible to put the pill a little closer to the sugar?

Pruning the Davey Tree Expert Company says, is not a job for the amateur. After his experiences in trying to trim the politicians, Gov. Davey ought to know.

If those promised quints had really arrived in Miami, the best publicized town in the world, nature would have accomplished a classic job of carrying coals to well-fueled Newcastle.

The Yankees must be slipping. President Ed Barrows takes the trouble to predict that they'll win another pennant and world's series in 1940.

COPY CUB.

Hanson Lambastes Trade Commission and Government

New York, April 4.—The federal government in general and the Federal Trade Commission in particular were today subjected to the most scathing attack heard here in recent years when Elisha Hanson, general counsel of the American Newspaper Publishers Association, asserted before the Advertising Club of New York that the dissemination of advertising information is an integral part of a free press which is currently facing bureaucratic control through "licensing, taxation and threat of suppression by injunction."

"In the development of its philosophy of regulating your business and mine our government is now trying to tell us what we should and should not buy, and at the same time it is seeking to restrict the information which others may give us concerning their goods and services," he declared.

The projection of this philosophy would lead to government control over feminine style habits, automobile purchases, household appliance standards and food preferences, he warned.

Condemns Television Edict

Mr. Hanson also condemned the Federal Communications Commission's recent television edict, maintaining that neither the radio nor automobile industries could have developed their records of achievement if the same procedure had been followed in their cases.

"I do not for one moment contend that the government lacks the power or that the government should not exercise the power to punish those guilty of unfair and deceptive acts in commerce. But I do deny that any government agency can be vested with the power to restrict the dissemination of information, whether in the nature of news, editorial comment or advertising, by resorting to the process of injunction. Yet that is exactly what the Federal Trade Commission is doing today.

"Operating under a law which authorizes it to fix its own standards for the purpose of determining what facts are material to its objective, the Federal Trade Commission is seeking to set itself up as the judge of truth in advertising. It not only says what shall not be included in advertising, but along with the Department of Agriculture and the Securities and Exchange Commission it seeks to assert what shall be included.

Not Function of Government

"If these government agencies succeed in their purpose, then some other bureau may well attempt to pass upon the content of the news and editorial columns in our papers.

"It is not the function of government to tell us what radio receiving sets, what automobiles, what cooking stoves, what refrigerators, what clothes, what tooth paste we should buy. Those are, that is, they have been, and they should be matters of our own choice.

"Nor is it the function of government to censor information in the form of advertising. And it is not the function of government to tell us what shall be included in our advertising. If it can censor one form of information, it can censor all others. If it can order one thing published, it can order another to be deleted. It has no such power."

Advertising and Business Put on Grill at Consumer Meet

"Business Won't Meet Issues or Talk Freely," Session Told

Columbia, Mo., April 2.—Advertising and advertisers were scored for evading the real problems of advertising, as educators see them, and attempting to distract attention from their faults and foibles by organized witch-hunting and shouts of "communism," at a forum meeting which "stole the show" here last night in conjunction with the second national conference on consumer education sponsored by the Institute for Consumer Education of Stephens College.



Harold Rugg

Speakers at the forum, ostensibly to discuss "What Should Be Taught About Advertising in a Consumer Course," were Prof. Harold Rugg, Teachers College, Columbia University; Loda Mae Davis, instructor in consumer problems, San Mateo Junior College, San Mateo, Cal.; Douglas Taylor, vice-president, Printers' Ink Publications, and C. H. Sandage, professor of marketing, Miami University, Oxford, O.

The forum was presided over by Saidie Orr Dunbar, president, General Federation of Women's Clubs, and consisted of short talks by the four speakers, followed by a symposium open to all present, and ending with a five-minute rebuttal period for each speaker.

Rugg Starts Fireworks

Addressing a fighting speech to "my friends and enemies" in the audience and throughout the country, Prof. Rugg started the fireworks by throwing down the gauntlet to

(Continued on Page 25)

Consumer Leader Hails Advertising as Educational

New York, April 4.—Advertising was hailed here today by Mrs. Rudolph M. Binder, prominent consumer leader and president of the New York City Federation of Women's Clubs, as the leading factor in promoting economic literacy among the younger generation.

Mrs. Binder declared that "nowhere else in the world has advertising, as an educational force for consumers, attained the position it occupies in the United States. Advertising's job is to inform and make known the facts about merchandise, and the more completely and truthfully it does the job the better servant it is of the consumer."

Assails La Guardia Move

Mrs. Binder was one of five speakers at the eighth conference on educational policies held at Teachers College, Columbia University. Other speakers were Lammot duPont, president of E. I. duPont de Nemours & Co.; Floyd L. Carlisle, chairman of the board of Consolidated Edison Company; Spencer Miller Jr., director of the Workers Educational Bureau of America; and Chris L. Christenson, dean of the College of Agriculture, University of Wisconsin. All discussed "How Can Economic Illiteracy Be Reduced?"

Besides giving advertising a pat on the back, Mrs. Binder assailed Mayor LaGuardia's effort to establish a single grade of milk in New York City as an attempt at regimentation. "As a consumer I resent being unable to buy the best grade of anything, but I resent most being told what to buy," she said.

"I demand the right as a citizen and as a consumer to have at my disposal the best, the purest, the finest quality of milk or any other commodity without the city, state or federal government having anything to say about it."

"Confused Evangelism" Evidenced at Stephens College Conference

By S. R. BERNSTEIN

Columbia, Mo., April 3.—Out of the welter of meetings, round tables, breakfast and luncheon table conversations, and arguments in the pleasant library and lounging rooms of the headquarters building of the Institute for Consumer Education at Stephens College here, some six or seven hundred educators, business men, home economists, housewives and government officials carried away with them this afternoon three general impressions of the second national conference on consumer education:

1. The "consumer movement," and in particular that part of the movement which concerns itself primarily with teaching, is a real and vital force which can no longer be ignored as isolated or obscure, but which must be dealt with on its merits by all groups—governmental, educational, consumer and business—as a serious and growing problem.

2. The "consumer movement" still needs quotation marks, because it has not yet reached a phase in its development where the words mean exactly or nearly the same thing to all groups or to all segments of any particular group; and that leaders in the movement, and particularly those in the educational field, are all ready to press forward vigorously—just so soon as they can determine to their own satisfaction exactly what direction to take and how far to go.

Relations Not Improved

3. That relations between consumers, consumer-educators and business and advertising were not noticeably improved by this conference; that, on the whole, educators and consumers and business and advertising men want improved relations and closer cooperation with each other, but thus far have not developed effective articulations of their points of view so that they can meet on common ground in an atmosphere of mutual trustfulness.

Beneath and around these basic general impressions are a whole series of inter-related but divergent overtones: on the side of educators and consumers, that business is still sneering at the "consumer movement"; that it considers consumer educators annoying but not particularly intelligent; that business and advertising refuse to meet the issues of what consumers want, and instead evade them, and that business is frightened of the movement to the extent that its spokesmen are afraid to express their honest points of view.

Too Much Theory

On the side of advertising, that consumer educators and consumer representatives are demagogues; that they are impractical and unaware of the problems of business; that they expect the impossible; that many of them—or at least too large a proportion of them—are fighting advertising primarily because they see it as one approach to a fight on the entire business structure and the traditional American economic system, and that, while demanding facts and reason, they refuse to adopt or consider a

Last Minute News Flashes

Stromberg-Carlson Broadens F-M Campaign

Rochester, N. Y., April 5.—Following a successful newspaper campaign in New York City, Stromberg-Carlson Mfg. Company has extended its F-M receiver campaign to magazines. The first half-page in color appears in tomorrow's *New Yorker*, followed by insertions in *Life*, *Time* and *The Saturday Evening Post*. Prices range from \$59.95 to \$395, all but the lowest price model receiving all types of programs.

Vick Creates Three New Executive Offices

New York, April 5.—W. Y. Preyer, president of Vick Chemical Company, today announced that the board has created three new executive offices. H. D. McKay has been made executive vice-president in charge of personnel; A. T. Preyer executive vice-president in charge of new product development, and H. B. Yates executive vice-president in charge of advertising and sales.

Bissell Leaves B-S-H for Lawrence Fertig

New York, April 5.—John H. Bissell has resigned as account executive of Blackett-Sample-Hummert, New York, to become vice-president of Lawrence Fertig & Co., New York. He was formerly president of Bissell & Land, Pittsburgh.

Carpenter Quits as NBC Sales Executive

Chicago, March 5.—Ken Carpenter has resigned as central division sales manager for the Blue network of National Broadcasting Company.

reasonable attitude toward business and advertising.

Continually throughout the conference arose the charge, made by educators, that business—although represented by some 50 or 75 individuals—was "talking down" to them and evading definite requests for answers and for expressions of their viewpoint. Just as continuously arose the rather plaintive cry from the same group that "we are not getting anywhere"—a cry which strengthened the impression that too many willing crusaders for the rights of consumers were hopefully expecting to find, in these three crowded days, some all-inclusive or nearly all-inclusive formula which would enable them to spread the gospel of consumer education in exactly the right and the accepted direction; material which they could actually teach, as one educator asserted, "next Monday, Tuesday and Wednesday."

Anxious to Cooperate

To the reasonable middle-of-the-roads on all sides of the question, however, a ray of hope shown through and beyond all the distrust and the acrimony—the obvious desire of so many educators, consumers and business representatives to find a method of working more closely, more harmoniously and

more trustfully together. Each group wants the help and support and respect of the other; perhaps, they felt, only newness and unfamiliarity block the way.

Discuss Special Approaches

One other result of the conference seemed apparent. Business and advertising representatives were bewildered by the frequent charges of educators that they were not speaking freely, since most of them felt that the program was not set up so as to permit them perfectly free discussion, and since most of them attended under the impression that they were to play the role of observers, rather than active participants in the program. With comments from the educational group making it clear that this passive role was not pleasing, it became clear that business interests will attend future conferences fully prepared to enter actively and thoroughly into all discussions which affect their interests.

The conference got off to a prompt start Monday afternoon in the sweltering heat of an unexpected summer wave with a general meeting presided over by F. G. Nichols, associate professor of education at Harvard, the discussion centering around special approaches to consumer education by labor, Better

Business Bureaus, and cooperatives.

Speaking for labor, Mark Starr, educational director, International Ladies' Garment Workers Union, declared his organization distributes Consumers Union quiz tests to educational directors and trade union classes; circulates the "Consumers' Guide" of the Department of Agriculture to classes and members of women's auxiliaries in trade unions; gives lectures and courses on consumers' problems in workers' educational programs, and helps foster the publication of the feature, "Your Dollar," issued by Consumers Union, in labor newspapers. At present 110 labor papers regularly use this feature, he said.

Labor Unions Aid Growth

Labor union members are also greatly interested in consumer cooperatives, Mr. Starr said, and are doing much to aid their growth.

An analytical outline of the formation, growth and activities of the Better Business Bureaus was presented by Kenneth Backman, general manager, Boston Better Business Bureau, in which he emphasized the fact that the consumer protection work of these organizations was supported and paid for by business.

The cooperative approach to the education of consumers was given

by Herbert E. Evans, vice-president, Consumer Distribution Corporation, New York, who emphasized that consumer education was a prerequisite to the consumer cooperative movement. There is no need for business to fear the cooperative movement, Mr. Evans said. "I advise those who don't like us," he declared, "not to spend their money on attacks on the consumer cooperative movement, but to use that money in the more efficient training of personnel, in the paying of better wages, in increasing the buying power of our people and in honestly working with our customers."

The present attacks by insurance companies against cooperative insurance, he insisted, have done the whole cooperative movement more good than any other single thing, since they have tended to focus attention and interest on the movement.

Cooperatives do an extensive job of consumer education through pamphlets, books, courses, meetings, etc., he said, and in addition supply their purchasers with completely informative and grade labeling. Some 600 grocery items are now distributed under the cooperative label.

The Monday evening session was devoted to the subject, "What Should Be Taught About Advertising in a Consumer Course?" It developed into a hectic discussion about advertising in general, and is reported on fully elsewhere in this issue.

Would Change Buying Habits

Tuesday morning Hazel Kirk, associate professor, department of home economics and household administration, University of Chicago, discussed the matter of determining what is consumer education, and how far courses should go. She placed much emphasis upon the need for raising and changing the buying habits of consumers, and for helping consumers make choices between different types of products, as well as providing them with competitive buying information.

Following this general session, the conference broke up into 23 informal round tables, discussing every imaginable aspect of consumer education. The most widely attended was that on "Consumer Education and the Handling of Relations with Business," which drew an overflow crowd of more than 100, and developed the same general characteristics of charges, counter-charges and acrimonious discussion which had prevailed at the previous evening's discussion of advertising.

Among the representatives of business who took part in the discussion, presided over by Roger Wolcott, executive secretary of the National Consumer-Retailer Council, were Paul Willis, Associated Grocery Manufacturers; H. F. Anderson, General Mills; Burr Blackburn, Household Finance Corporation; John Benson, president, American Association of Advertising Agencies; W. T. Nardin, Pet Milk Company, and Madge E. Dilts, Hoover Company.

Hectic Business Session

An outline of 10 questions was submitted for discussion, dealing with the advantages of intelligent consumer buying, knowledge of business problems, relations of business to fair trade and unfair trade laws, grade labeling, etc.

Mr. Benson and Mr. Willis reported the numerous activities which advertising and business are

currently engaged in to stimulate cooperation and understanding between business and consumers, and stressed the point that the problems faced are large and complicated, and cannot all be solved at the drop of a hat. There was an extensive discussion of price maintenance and price fixing laws, the general impression being that fair trade laws have become unpopular with most vocal consumer and educational groups.

Direct charges and indirect implications that business was "talking down" to educators and consumers and evading the important issues raised were voiced again at this session, which, following the procedure laid down for the conduct of the conference, adjourned without formal action of any kind being taken.

Speaks for Retailers

At the Wednesday morning session, devoted to "Finding the Facts Educators Need to Know About Consumers and Commodities," David R. Craig, president, American Retail Federation, developed the thesis that retailers can be broadly broken down into three major divisions: Those who believe there are no "consumers" and no "consumer movement," but merely customers; those who recognize a "consumer movement" but do not respect it, because they believe that members of it are either unintelligent or else are "discount hunters," and the third type, which recognizes the importance of the movement and is honestly trying to do something about it.

Cooperation with consumers is no new thing in retailing, Mr. Craig pointed out, but recognition of the problem is continually growing, with more and more retailers deserting the ranks of the first two groups and joining the third.

However, he pointed out, the rising costs of distribution so often attacked by consumer groups are merely the result of specialization in the business field, and many of the other problems which consumers attack so easily are also not capable of quick and easy solutions.

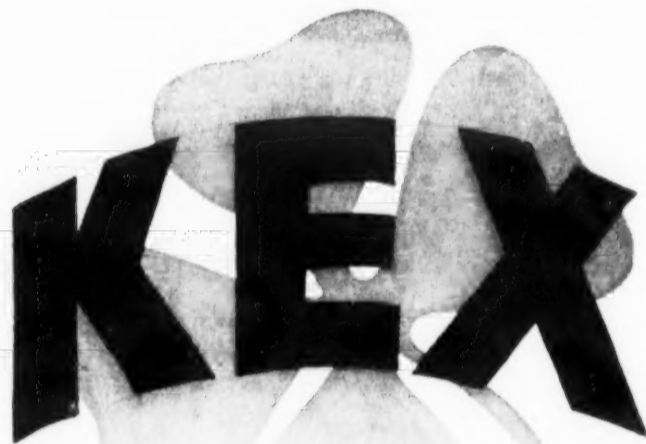
There are too many militant consumers who do not practice what they preach, he intimated, pointing out that no rush to provide informative labels can be expected in retail circles for the simple reason that the cost of providing this service has not yet proved a worthwhile expenditure—in other words, so few customers have demanded them and been influenced by them that retailers find informatively labeled goods selling no better, and sometimes worse than goods sold on emotional or other appeals.

Facts Don't Sell

As one illustration, Mr. Craig cited the actual experience of one store which advertised a line of women's hose with amazingly complete factual data, but could trace no upturn in sales over the previous days when the hose were unadvertised. A short time later, under almost identical conditions, the same hose were advertised at the same price, but with plenty of glamorous illustrative material, and sold in surprisingly large quantities.

He was followed by Ruth O'Brien, chief, division of textiles and clothing, U. S. Bureau of Home Economics. "This consumer movement is just the combined effort of ordinary folk hunting for the best buys they can get for the money they

(Continued on Page 27)



THE FOUR-LEAF SALES CLOVER IN THE OREGON MARKET

TOPS IN VALUE

Your radio sales approach to the growing, thriving Pacific Northwest is via KEX or KGW. These stations are tops in listener interest in an area where incomes are larger than the national average and where 95% of the homes are radio equipped. To get more sales volume in this rich market team up with the Oregonian Radio Stations KEX-KGW

FOUR LEAF CLOVERS aren't common—but you can still find them. Take the experience of Kathleen Connolly, owner of Portland's exclusive Irish linen shop, who found KEX a four leaf sales clover in the promotion of her business.

Last fall, with an Irish eye to building holiday volume, Kathleen Connolly picked KEX to help her do a selling job. Three afternoons a week she broadcast a travelogue of old Erin in order to acquaint more people with her shop and with her high quality imported linens. Result—hundreds of new friends and the largest Christmas business Kathleen Connolly had experienced in ten years.

Needless to say, the sales promotion partnership of KEX and Kathleen Connolly carries on. Sales continue to show healthy increases over last year and Mrs. Connolly has joined the large group of advertisers who know from experience that KEX is a four leaf sales clover in the prosperous Pacific Northwest.

KGW

620 KC 5000 WATTS DAYS
1000 WATTS NITES

RADIO STATIONS OF THE
OREGONIAN
PORTLAND • OREGON

KEX

1160 KC 5000 WATTS
CONTINUOUS NBC BLUE

REPRESENTATIVES:

EDWARD PETRY & COMPANY, INC.

NEW YORK • CHICAGO • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

photo...

Murals

★ FOR OFFICE, HOME AND
RECREATIONAL DECORATIONS

STANDARD STUDIOS INC • WHI 5355
540 NORTH MICHIGAN AV • CHICAGO

Sell these

Profit Half housewives
and you'll make money in New York

You can tell an advertiser lots of things about a market, but the one thing he wants to know above everything else is—*what's the best way to reach the women who buy the most?*

We can tell you that quickly about New York. A new study by the Houser Associates, independent researchers, contains the facts. Talking to 50,194 housewives in the high and medium income neighborhoods of the New York market, city and suburbs, Houser Associates learned that

221,840 housewives in the Profit Half of the New York market read *The New York Times* on weekdays;

414,180 housewives in the Profit Half of the New York market read *The New York Times* on Sundays.

Profit Half we call this part of the market in which *The Times* provides such a mass of quality circulation . . . because the housewives in this part of the market buy from 60% to 70% of the generally advertised products sold here.

Department stores recognize the strength of *The Times* among these women by using *The Times* for upstairs promotions (everything but bargain basement stuff) more than any other New York newspaper.

Concentrating its home influence among the women who buy the most, *The New York Times* concentrates advertising where it profits you the most. A telephone call will bring you the facts.

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"

ADVERTISING OFFICES • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES



Consumers Union Raps Dies, Anti-Consumer Groups

Pleads for More Members and Closer Cooperation

Columbia, Mo., April 2.—The urgent need for fighting the projected investigation by the Dies committee and "anti-consumer" activity was stressed at a luncheon held here today by Consumers Union, attended by some 150 of those who were here for the second conference on consumer education sponsored by the Institute for Consumer Education of Stephens College.

Prof. Colston Warne of Amherst, president of Consumers Union, told the group that "the immediate problem is Dies." The "discovery by Mr. Dies that CU had its origin somewhere in the vicinity of Moscow and is seeking to undermine the thinking of the American people" was first set forth in October fol-

lowing the Congressman's speech at the Associated Grocery Manufacturers meeting, he said, and was carried forward in December by publication of the Matthews report.

Although CU has not yet been subpoenaed, it seems clear, he said, that it will be the subject of interested study by the Dies committee as soon as that group finishes the business in hand, and that "we will be given the same type of treatment in the press which we were accorded last December." He therefore urged members and friends to write to their Congressmen, expressing their views on the subject of the projected investigation.

Seeks Membership Help

Other things that members can do to help the cause along, Prof. Warne said, are to help in securing memberships, particularly group memberships; to aid in setting up a national advisory board with members located in each region so that support of outstanding consumer movement leaders throughout the country can be secured, and to aid in apprising CU of research activities with which they are familiar, so that the present group of 200 or so testing collaborators can be increased.

In an informal report on the past year's activities, Prof. Warne said membership of CU is now up to

about 85,000, but that this number includes only 12 to 14,000 limited memberships, which were set up primarily to reach consumers in economic levels which could not afford complete service. Hence, he said, efforts to reach low income groups have not been altogether successful.

Consumers and members of CU must be constantly on their guard against the growing volume of anti-consumer activity, he asserted, and he also urged that attempts be made to organize local CU groups.

The advertising boycott of most of the magazines and periodicals continued during the year, he said, forcing CU to do its promotion for membership by word of mouth and through direct mail, which devices had proven to be rather costly.

Studies Membership

CU made a mail survey of its membership to find out who they were, how they live and what they are most interested in, Prof. Warne said, and hopes to make a similar survey each year hereafter. Some 15,000 of the questionnaires came back, he said, and a preliminary tabulation of about 2,000 of these revealed wide divergence in income level and economic status, with a median income of about \$2,700, and something like one to two thousand in the \$1,000-\$2,000 income bracket.

Of those replying, about 90 per cent favor publication of labor reports on commodities, and test material on foods, soaps, complex mechanical goods and proprietary medicines is most eagerly sought. The largest number of members seems interested in the subject of consumer cooperatives, with interest in other subjects following in this order: medical and dental service; government activities; advice on non-branded products; life insurance, health insurance, and other types of insurance and financial advice, including securities and investments.

Warns Business

Prof. Robert Brady of the University of California, and vice-president of CU, declared that business cannot capture the consumer movement, and has much to gain by going along with it, instead of attempting to sabotage or ignore it. The job of Consumers Union, he said, is to act as a sponge, soaking up all available information on products, and squeezing it out in understandable terms to the "technically unequipped layman."

"Why should we be attacked for this as severely as we are?" he queried. We are likely to be much more seriously attacked in the future by recalcitrant elements in business who have something to hide, and much less by intelligent business, which in some respects seems now to be gaining the upper hand."

Although price declines may continue for a few weeks or months, there is likely to be a rather general price advance for from six to 18 months, he said, and when that happens the public and government will undoubtedly try to put a ceiling over prices. If such a ceiling is established, quality degradation is almost sure to follow, he asserted, and the only way consumers can be protected against this type of activity in the absence of a system of grades, standards and labels enforced by "considerable and fairly drastic inspection" is through testing. Since there is so much opposition to this, there is little likelihood that government will take over the job, "thus in a sense putting Consumers Union in a rather monopolistic position."

Easy to Beat

The Dies attack on CU is an outgrowth of the gathering environment of gloom and the failure to solve the problems of unemployment, he said, and is likely to be only an intimation of the type of hysteria which is coming.

"Dies can be beaten and beaten so easily," he said, "if you don't lose your courage and are not affected by whispering campaigns. The truth is practically all on our side—let me say all." Attacks on CU such as that projected by the Dies committee may win out in the short run—say four or five years—but are certain to lose in the long run, he said.

Turning to a more direct discussion of CU affairs, he said that low income groups had discovered they cannot afford not to have CU help and service, and reported an investigation of a San Francisco warehouseman's family in substantiation. In this family's medicine chest were \$4.95 worth of cold remedies, "all completely worthless," and other things worth about \$3.50 "that she might as well have thrown down the sink." When overpayments on the radio and on various supplies in the kitchen were also taken into account, the money CU might have saved the family amounted to almost \$20, he said.

Forced Memberships

Unions are likewise much interested in CU services, and one on the West Coast has decided that its members need the information so much that it has resorted to the check-off system to see that they belong to Consumers Union, he declared.

Scores of colleges, universities and other institutions in California are now doing all of their purchasing on the basis of CU reports, he added.

Amplifying his discussion of what is likely to come as a result of the

present war before the closing general session of the conference, Dr. Brady declared that non-belligerent status does not in general guarantee prosperity for the United States, and listed these five leading dangers:

1. Price inflation and quality degradation.
2. The cumulative diversion of government expenditures from useful public works to non-useful work (munitions, etc.) which subtract from, rather than add to, the standard of living.
3. The swift expansion of cartel-like devices in business.
4. The general distortion of the economic status as a whole, such as that supplied by emphasis on the manufacture of war materials and supplies, and the expansion of these industries far beyond their normal place in the country's economy.

5. The development of a general social and psychological atmosphere which would interfere with the consumer movement and democracy as a whole, and pave the way for demagogues, crackpots and others.

He ended on a note of warning addressed to business.

"A mere catalog of the phonies in the consumer movement set up in the last year would show an astonishing range and variety," he said, "and likewise an astonishing mortality."

"We must insist that we are not going to be confused. Any attempt to argue that the interests of business and consumers are identical is designed to confuse. The consumer wants better goods at lower prices, while business wants larger markets on better terms."

Waters Increases Staff and Office Space

Norman D. Waters & Associates, New York, has made the following additions to its staff: James E. Hagen, formerly with Allen-Hall Company, New York, is in charge of traffic control; Jerry Sanders, formerly with Sterling Advertising Agency, New York; Leonard Mayer, formerly with H. W. Fairfax, New York, and Miss Nettie Held, formerly with Richland Advertising Agency, New York, have joined the art department, and Mildred J. Herbert, formerly with Saks at 34th Street, New York, has joined the copy department.

Waters has taken additional space on the ninth floor.

Detroit Seeks Fund to Advertise City

Emory Douglass, Woodall Industries; Edwin Charney, the Branham Company, and Patrick McGrudy, Ernst Kern Company, all members of the Junior Aircraft Club, Detroit, will lead five-man teams in a drive to raise \$100,000 to advertise Detroit.

The club took action to assist in the drive at its last meeting.

**For more than
50 years
this has been
the leading
newspaper in
its field—**

**San Francisco
EXAMINER**



In Building

from manufacture to application

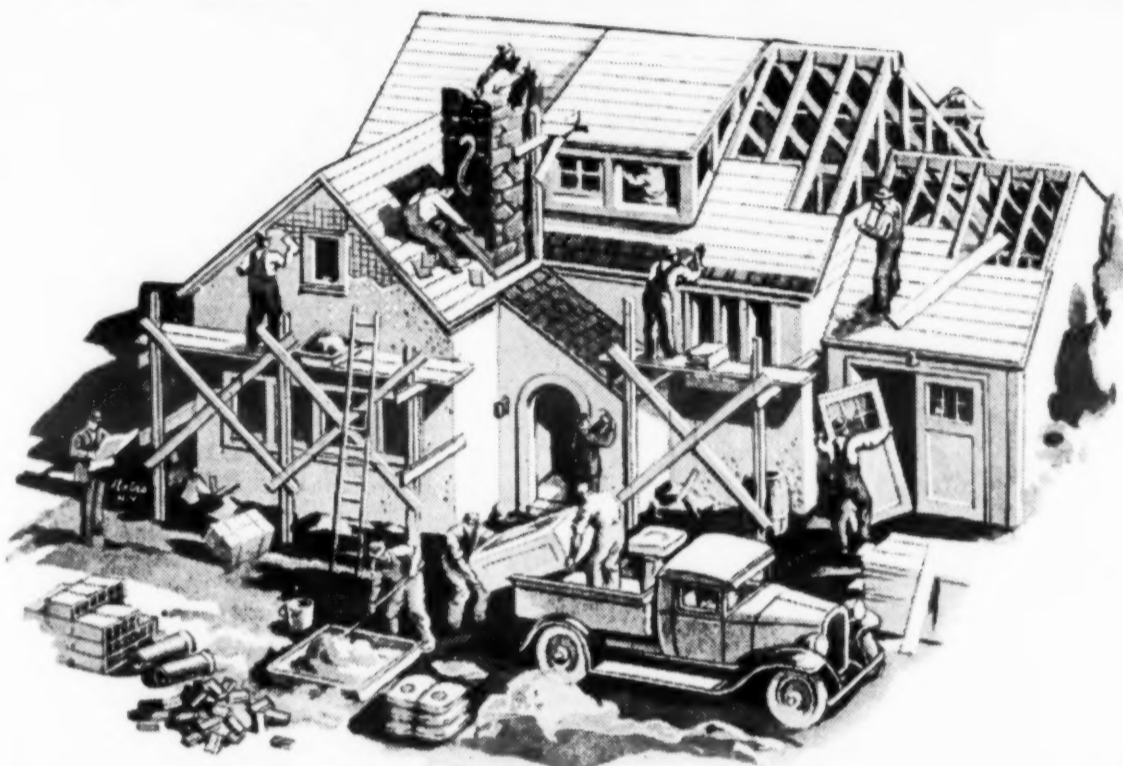
A GROUP of publications responsive to every trend in building. Reporting, interpreting, advising, creating. Pooling industry-wide contacts to form a uniquely effective publishing unit.

INDUSTRIAL PUBLICATIONS, INC.
59 E. VAN BUREN STREET, CHICAGO

SHREVEPORT

Second

in the UNITED STATES



for per cent
of
NEW
HOMES

One of America's Most Receptive Markets

AGAIN MAKES HISTORY

Again Shreveport produces facts to prove that it is one of America's most receptive markets for radio advertisers. ¶ Based on the number of new residences built per thousand population in the leading cities of the United States, Shreveport ranked second for 1939 with 53.8 houses per thousand persons. Houston, Texas, was first with 4% higher than Shreveport. Washington, D. C., was third, and Atlanta, Georgia, fourth, both being under

50.0. ¶ There is a golden opportunity awaiting radio advertisers in the rich, receptive Shreveport market covered by radio station KWKH's powerful 50,000 watts. More people live within a 150-mile radius of Shreveport than in the entire state of Louisiana. Let us give you additional facts and figures on how to sell your product to the nearly three million persons within the Shreveport trade area.

COLUMBIA BROADCASTING SYSTEM
MEMBER SOUTH CENTRAL QUALITY NETWORK
WMC Memphis, KARK Little Rock, KWKH-KTBS Shreveport, WSMB New Orleans.

REPRESENTED
BY THE
BRANHAM CO.

KWKH

SHREVEPORT LOUISIANA

50,000 WATTS

A SHREVEPORT TIMES STATION

Challenges FTC to Interpret Wheeler-Lea Act

Varying Rulings Act as Business Brake, Cullen Charges

Chicago, April 4.—Immediate action by the Federal Trade Commission to clarify its rulings and interpretations of the Wheeler-Lea amendments is badly needed in the interest of simplifying the difficult task of advertisers and agencies in complying with the provisions of the law, Dr. Frederick Cullen, executive vice-president of the Proprietary Association, asserted today in addressing the Chicago Federated Advertising Club.

Most advertisers and agencies, he explained, can conform to the statutes, but their chief difficulty lies in the varying interpretations placed upon them by officials of the commission. The whim of an individual may upset what has been regarded as a perfectly valid and rea-

sonable statement of product qualities and applications.

"Words have no established meaning in the eyes of the FTC," said Dr. Cullen, former head of the Food and Drug Administration. "Advertising copy is written for the man on the street, and should be scrutinized from that viewpoint. But within the radio and periodical division of the commission are individuals who employ highly technical and scientific definitions to suggest meanings which were not intended by the advertiser and would not be assumed by the reader.

Should Define Policy

"With so many thousands of cases involving advertising having been acted upon by the commission, it should now be possible for it to issue a general statement of policy and interpretation which would be immensely helpful to advertisers and agencies, and at the same time would furnish a guide to its own personnel. Because each official now makes his own interpretations of the statutes, it is impossible for anybody to write a formula which would state exactly the copy requirements of the FTC."

Both Dr. Cullen and C. S. Beardsley, vice-president and general sales manager of the Miles Laboratories (Alka-Seltzer), who introduced

him, agreed that in spite of the drastic regulations to which not only food and drug advertisers, but all others, are now subjected through the extended authority over advertising assigned to the FTC by the Wheeler-Lea amendments, the legislation was necessary to protect the public from dishonest and unscrupulous manufacturers, many of whom still find it possible to circulate advertising of unworthy products.

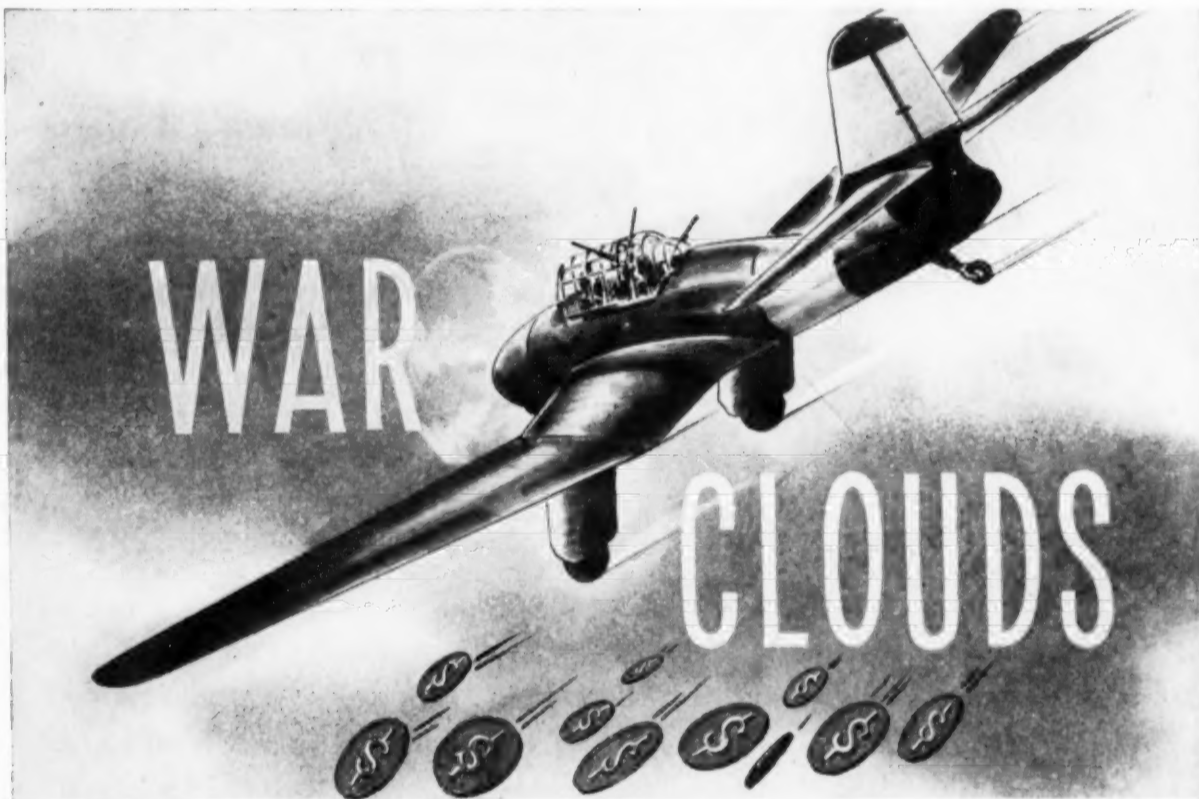
Base Advertising on Facts

Dr. Cullen recalled an experience with the advertising agent for an anti-fat product who had been called on the carpet because of alleged violations of the Food and Drug Law several years ago, when he was head of that division of the Department of Agriculture.

The agency man admitted that some of the copy was false and misleading, but added that since women are highly fat-conscious, the advertiser has to be prepared to take advantage of the sucker market.

"Don't depend on textbooks for statements of what a product can or should do," urged Dr. Cullen in closing his address. "Use facts based on laboratory and clinical research to provide a convincing basis for advertising as well as a sound defense of advertised claims if they are challenged by the commission."

WAR CLOUDS SETTLE OVER KANSAS



DROPPING DOLLARS INSTEAD OF BOMBS. Military importance of Wichita in Aviation particularly in case of war is fully recognized. Here, aircraft making facilities are not quite so vulnerable as the seacoast plants. For Wichita is located in the geographical center of the country on flat level terrain and unmatched year-round flying weather. Already, three great plants are busily engaged filling rush orders for all the world in exchange for gold—gold that might just as well be spent for your products.

And the way to tell these 292,421 radio families in the KFH AIREA about the advantages of your products, is to employ

That Selling Station for KANSAS

KFH WICHITA

THE ONLY FULL TIME CBS STATION IN KANSAS

CBS • 5000 DAY • 1000 NIGHT • CALL ANY EDWARD PETRY OFFICE



Socony-Vacuum Off on Record Ride With Red Horse

Psychological Factors Key Copy for Biggest Drive

New York, April 4.—Socony-Vacuum Oil Company's most extensive campaign in history, the first ever to be built around Socony's trademark, "the flying red horse," will be launched in magazines and on 24-sheet posters next week, it was learned here today.

Another gas advertiser revealing spring promotion plans is Sinclair Refining Company, which will launch its first general newspaper campaign in about five years on April 18. Magazines and radio promotion will supplement an eight-week drive in about 175 papers.

New copy for Socony is unusual in that no sensational "new product" claims are made. As explained by Frank Griffin, vice-president of J. Stirling Getchell, the agency in charge, Socony officials feel that the public is sated with extreme claims about the broad improvements which have recently been made in gasoline.

According to Eben Griffiths, Socony advertising manager, the entire program is based on careful psychological forecasts of the public frame of mind now that a European war is in progress and the country is in the midst of the presidential election hurly-burly.

Research showed that during World War I, the public preferred light literature for their best sellers and musicals and comedies for their theatrical fare. Socony feels that the public again wants "escape," and a change of pace from bold but depressing headlines.

Public Wants "Escape"

Hence the new copy carries a chuckle, as well as a "sell." The initial insertion to break next week, for example, pictures three bright yellow birds chirping from their nest. "Fill Up, It's Springtime!" All tie-ups for the month will stress the same appeal, including outdoor posters, station banners and other promotional material. Each month the key ad from the magazine campaign will also be used in other advertising appearing during the same period.

Subsequent insertions, following a special page similar to the recent newspaper one-time shot picturing the Queen Elizabeth, Queen Mary and Normandie, will link the copy with the "flying red horse" trademark more closely. One, headlined, "Wish I Had His Pull!" will show a plow horse looking with envy at the Mobilgas emblem.

Color spread copy in magazines will be almost identical with outdoor copy. Text copy is merely omitted from the posters. Such big name artists as McClelland Barclay, Frederic Stanley, Floyd Davis and Ronald McLeod executed the human interest paintings.

Magazines on the Socony list include *American Magazine*, *Better Homes & Gardens*, *Capper's Farmer*, *Collier's*, *Liberty*, *Life*, *The Saturday Evening Post*, and *Successful Farming*. Farm paper copy, built around pictures and testimonials from farmers who lubricate farm equipment with Mobiloils and Mobilgreases, will also appear in sectional publications.

Nearly 10,000 outdoor boards will be used. Spot news and play-by-play baseball broadcasts are slated in certain areas, and newspaper promotion will be used to meet special situations.

In addition to its new international newscasts, Sinclair will use space in *Collier's*, *Liberty*, *Life* and *The Saturday Evening Post*. Newspaper copy will occupy 800-lines to page space. Between five and ten insertions are scheduled during the eight-week drive. Federal Advertising Agency is in charge.

Fight on Curtis Liquor Ban Slated for Annual Meet

New York, April 4.—Efforts by a minority group of stockholders to persuade Curtis Publishing Company to abandon its anti-liquor advertising policy will be opposed by the management at the annual meeting to be held in Philadelphia April 16, it was revealed here today by the proxy statement filed with the New York Stock Exchange.

John J. Gilbert, a stockholder and leader of the minority group seeking a liberalized advertising policy, served notice at the annual meeting of Curtis a year ago that he would introduce a resolution at the 1940 meeting asking that liquor advertising be accepted.

In the proxy statement filed today, C. W. Bok, secretary of Curtis, declared that the board of directors considers such a change "against the best interests of the company." The statement also revealed salaries paid to officers and directors last year. Leading were Walter D. Fuller, president, with \$70,359; Fred A. Healy, vice-president and advertising director, with \$59,638, and Wesley W. Stout, editor of *The Saturday Evening Post*, with \$46,422.

Careva Appoints Gray

Careva Company, Inc., and Kelvinator-Careva Company, York, Pa., distributor of refrigerators, ranges, laundry equipment and radios, have appointed Jerome B. Gray & Co., Philadelphia, to direct their advertising. Everett H. Jones, manager of the Lancaster office, will be account executive.

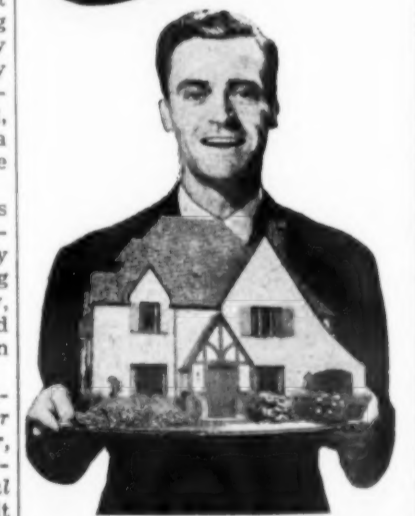
Idea Suit Dismissed

Wm. Wrigley Jr. Company and its agency, Neisser-Meyerhoff, won an idea suit in federal court in Chicago last week, brought by Bessie Crane, who claimed that she had suffered \$200,000 damages because Wrigley had used her advertising ideas. The dismissal was the result of a directed verdict by Judge Barnes to the jury hearing the case.

Brinkman Joins Ad-Art

Carl A. Brinkman has been appointed sales manager of Ad-Art Studios, Cleveland.

EYE-CATCHERS
stop everyone



Are You Dishing It Out On?
HOME COMFORT?

EYE-CATCHERS brings over 100 usable photo ideas every 30 days—its pictures have life, will dramatize any selling story.
—high class photography is made available at ridiculously low cost. Use photos generously.
—it saves real money—\$5 monthly—most of Glossy Print Plan.
—used by biggest advertisers and agencies all over the world. It sells itself by mail. It's got to be good.
Write for FREE book of interesting proofs—no obligations.

EYE-CATCHERS, Inc. 10 E. 38 St. New York

EYE-CATCHERS

DOMINANT *Point-of-Sale*
BUSINESS BUILDERS
FOR 3 INDUSTRIES

Let us help you
LIGHT CONDITION YOUR HOME



TAKE HOME
 SOME BULBS

We Recommend:

150 WATT	100 WATT	60 WATT
for KITCHEN LAUNDRY WORKSHOP AND POORLY CEILING FIXTURES	for KITCHENETTES LAUNDRY WORKSHOP SOCKET TABLE AND FLOOR LAMPS AND SOCKET FIXTURES	for 2 SOCKET FLOOR AND TABLE LAMPS AND BATHROOM MIRROR LIGHTS
20¢	15¢	15¢

BETTER LIGHT for BETTER S...

**ELECTRICAL
 EQUIPMENT**



**DRUGS AND
 COSMETICS**



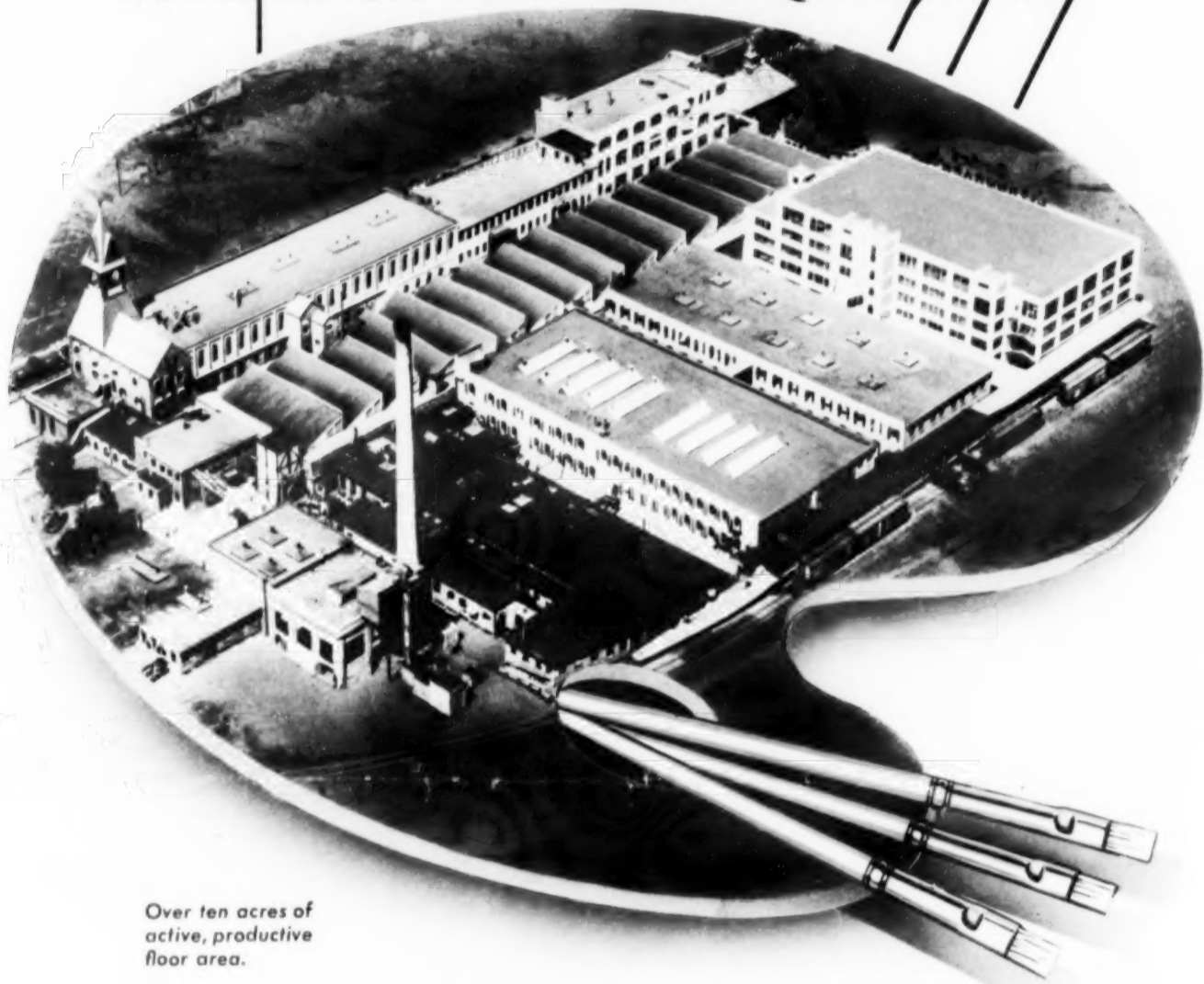
**CANDY AND FOOD
 PRODUCTS**

CREATED & PRODUCED BY

FORBES

© THIS INSERT IS LITHOGRAPHED

Headquarters For *Creative Lithography*



Over ten acres of active, productive floor area.

Products of FORBES creative ingenuity, stemming from sound merchandising judgment, and an understanding of buying habits.

DISPLAYS and POSTERS
COUNTER MERCHANDISERS
CARTONS, LABELS, WRAPPERS
PRINTED CELLOPHANE

PACKAGE INSERTS
BOOKLETS and FOLDERS
CALENDARS and ART PLATES
BUSINESS STATIONERY

Produced by craftsmen — on precision equipment . . . in this modern lithographing and printing plant . . . noted for quality production.

FORBES		LITHOGRAPH CO.
NEW YORK	CHICAGO	CLEVELAND
P. O. BOX 513 • BOSTON		ROCHESTER
DETROIT		

RCA Promotion Surprise to FCC, Avers Chairman

Television Issue Is Aired by Fly in Two Discussions

New York, April 2.—Predicting that "substantial improvement" in television technique "is just around the corner," James L. Fly, chairman of the Federal Communications Commission, told a large gathering of radio and advertising executives at the Advertising Club here today that the FCC's chief concern at present is the avoidance of any industry action that might tend to free television standards at their present level.

Mr. Fly explained the commission's viewpoint in an informal talk that preceded a nationwide broadcast which sought to clarify in listeners' minds the confusion resulting from the FCC's action in rescinding an order which would have permitted limited commercial sponsorship of television beginning next Sept. 1, thereby setting off a controversy that is still rocking the industry. The situation is to be aired further at a series of hearings opening in Washington April 8.

In reply to a question asked by ADVERTISING AGE, Mr. Fly said that the FCC had been aware of RCA's merchandising of television receivers on a "limited scale." He insisted, however, that the commission had no advance knowledge of the company's elaborate advertising campaign, launched immediately after permission was granted for sponsored programs. The first he knew of this drive, Mr. Fly declared, was when he saw RCA copy in newspapers.

As a result of the commission's action, RCA has canceled its television receiver advertising schedule, although sets still remain on sale.

Uses Two Networks

Mr. Fly's coast-to-coast broadcast was carried over the combined facilities of Mutual Broadcasting System and the Red network of the National Broadcasting Company, the latter being an affiliate of RCA. NBC canceled a commercial broadcast to permit the FCC chairman to speak. He was introduced by Alfred J. McCosker, president of Station WOR, Newark, and MBS chairman.

Mr. Fly explained to the public that a television receiving set "is so synchronized with the transmitter that the two are inseparable in operation. The receiving set is, in effect, the key which unlocks the transmitter in order to receive the broadcast. A substantial change in the lock renders the key useless."

This fact, he asserted, marks the essential difference between the development of the new art and that of radio. A radio receiver 20 years old, he pointed out, can still receive today's programs, since there has been "no change in the fundamental standards for transmission and reception during that entire period." He continued:

"A television receiving set capable of receiving the signal of one type of transmitter may not accept the signal of a different type of transmitter in existence today. The receiving set must be constructed to operate on the same principle as the particular transmitter. If the American people should buy television receivers in great numbers, as they have bought ordinary radios, and if at a later date transmission standards are adopted which contemplate an alternative or improved transmission system over that on which the particular receivers can operate, we should, in effect, be changing the locks and leaving you with a bunch of highly expensive keys rendered utterly useless."

Must Protect Public

The FCC is perfectly willing, in fact anxious, that television receivers be bought for home use today,

he continued, but only with the distinct understanding that buyers are participating in a program of experimentation.

"If the public knows the facts about the limited number of stations which are now operating, the few hours of programs that are on the air, the experimental character of their operation, and finally that new standards of television transmission may convert the sets of today from instruments of enjoyment to articles of furniture of doubtful usefulness, then there can be no danger in public participation," he said.

"A man who buys an automobile today knows, of course, that he will have an increasingly insistent pressure to replace it with a new one as the years pass, because everyone knows that the automobile of tomorrow will be superior to the automobile of today. No one, however, purchasing an automobile today need have any fear that in a year or two his car will be completely useless. That knowledge, however, should be in the mind of the purchaser of a television receiver."

Although Mr. Fly made no direct reference to RCA during the course of his radio address, he did point unmistakably to the furor raised over the proposed merchandising drive.

Raps "Extravagant Promotion"

"Let me make it clear that we neither have nor desire any regulatory power over the sale of receivers or over advertising," he said. "But any action we take under our duty to license experimental operations and to encourage advances in radio must of course be taken in the light of actualities. Our course can be influenced, for example, by the rare case where a licensee might engage in extravagant promotion of sales to people of modest incomes while failing to inform the public of the limited and experimental character of the service now available, and of the mobility of the science, where it appears that such activities threaten to make his system dominant among both transmitting stations and the public. For the result would be that his competitors—continuing their research—might find themselves with an improved system of broadcasting television which cannot be given to the public.

"By this sales activity alone the standards of the science might be locked against their improvements. Under such circumstances it is rather more likely that the competitors, too, would be crowded into production and sales promotion. This would make it even more probable that television would be shackled at its present state and future progress obstructed. These are the unanimous views the commission has clearly and repeatedly expressed in recent months."

The serious vein of Mr. Fly's radio address was in contrast with the frequent bursts of humor that marked his Advertising Club talk. He drew a gale of laughter, for example, by remarking that the FCC's work might be split into two categories: arranging to get broadcasters on the air and then making threats to take them off the air.

Direct Mail Liquor Advertising Banned

Pennsylvania's Liquor Control Board will not give its approval to direct mail consumer advertising of liquor within the state, it has announced along with a report that one distiller suggesting this medium was advised of the board's attitude.

The uncontrollable nature of direct mail to consumers, with the resultant distribution of liquor advertising to the letter boxes of rabid drunks and other persons opposed to liquor, was given as chief reason for the board's policy in this matter.

Elect Eiser President

Carl H. Eiser, advertising director of the *Underwear & Hosiery Review*, has been elected president of Knit Goods Publishing Corporation, 185 Madison avenue, New York, publisher of that journal. He succeeds John F. Stern.

Pennsylvania Cites Peoria Distiller

A citation charging "improper trade practices in promotion of the sale of liquor in Pennsylvania" has been issued against the Century Distilling Company, Peoria, Ill., by the Pennsylvania Liquor Control Board.

Advance public notice and the scheduling of a public hearing on the charges, which will be held April 10 in Harrisburg, Pa., is a departure from former board policy. Last December the board suspended Calvert, Browne, Vintners and Oldetyme distilling companies for 15 days each on charges similar to those against Century.

Mrs. Melrose Made Manager of WMBC

Mrs. Edythe Fern Melrose has been appointed manager of Station WMBC, Detroit, operated by the Booth newspapers.

Until recently, Mrs. Melrose was manager of Station WJW, Akron, where she varied her activities by conducting a program as "The Lady of Charm."

McKee & Albright Expands

McKee & Albright, Inc., Philadelphia, has opened a Hollywood office to direct the new Rudy Vallee program for Sealtest, Inc. Herbert F. Korholz is in charge.

Journalism Fraternity Announces Awards

Sigma Delta Chi, professional journalistic fraternity, with headquarters in Chicago, announces a new awards program in which both men journalism students and student newspapers in 42 colleges and universities in the country will compete for citations of excellence.

The fraternity also will award medals for work done by Americans in the United States in 1939, recognizing excellence in general reporting, editorial writing, foreign correspondence, Washington correspondence and radio newswriting.

Baltimore Advertising Men Made Advisers

Thirteen members of the Advertising Club of Baltimore, each a leader in a particular field, have been named members of an advertising advisory council to the college of commerce of the University of Maryland.

Members of the council will lecture occasionally and help eliminate the gap between practical business and business teaching.

Joins "This Week"

H. P. Houston, formerly Pacific Coast representative of *Pictorial Review* and Hearst magazines, has joined *This Week*, covering coast territory.

List Speakers for NNPA Convention

Col. Frank Knox, *Chicago Daily News*, will make the principal address at the convention of the National Newspaper Promotion Association to be held April 21-24 at the Hotel Waldorf-Astoria, New York.

Other speakers will be William Howard, executive vice-president, R. H. Macy & Co.; D. E. Robinson, general manager and director of research, Federal Advertising Agency; Wilder Breckenridge, sales manager, Bureau of Advertising, American Newspaper Publishers Association; Lester M. Malitz, vice-president, Warwick & Legler, and C. E. McKittrick, Eastern advertising manager, *Chicago Tribune*.

Plans Litho Exhibition

Exhibits of lithography on both paper and metal will be shown at the annual exhibition of the Litho Club, Philadelphia, April 22-26. William J. Stevens, a member of the board of governors, is director of the exhibit.

Names Flagler A. M.

Joseph C. Flagler has been appointed advertising manager of the Behr-Manning Corporation, Troy, N. Y., maker of abrasives, and a division of the Norton Company. He succeeds J. L. Severson.

Go West with CBS

Radio makes this better market a more profitable market



PEOPLE in the West have more money—make more money—spend more money than people anywhere else in America.

But the West is an area of staggering distances... hundreds of miles between comfortable, prosperous communities... communities and markets that are often blocked from one another by high mountains and deep ravines. To *SELL* this mighty market (mighty in distance and mighty in dollars) needs discretion... and economical planning!

Millions of people... thousands of towns. To sell them all, you must *reach* them all. And radio *alone* can do that at *low* cost. Only *radio* can scale all the mountains, leap all the ravines and enter *all* the homes* of *all* the West. And CBS in the West—the Columbia-Pacific Network—supplies the

*To be exact 92.7%.

power to reach all these people; the *programs* to hold them. Columbia-Pacific today carries *more* sponsored quarter-hours of coast-to-coast network *and* regional business than any other Western network. These are the audience builders. *Your* program bracketed with these leaders means you get a bigger audience from the start.

Ask your advertising agent about a low-cost Columbia-Pacific program to sell the West. Find out how, on Columbia-Pacific, your one *Big-City* budget will permit you to carry your sales message into *all* of the West... up and down the Coast, in cities, in towns, on farms and on ranches! More people listen to more "big time" programs on Columbia-Pacific than on any other Western network. They'll listen to *your* program, too. Listen and buy.

Columbia Pacific Network

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Columbia Square, Los Angeles; Palace Hotel, San Francisco. Represented by Radio Sales: New York · Chicago · Detroit · St. Louis · Charlotte, N. C.



First Ten Surveys of Newspapers Are Summarized

Breckenridge Gives Results to Chicago Representatives

Chicago, April 2.—While national advertisers have been able to reach men effectively through newspapers, their technique with women leaves something to be desired, according to Wilder Breckenridge, sales manager, Bureau of Advertising, American Newspaper Publishers Association, who today gave a summary of the first ten newspaper surveys made by the Publication Research Service in an address before the Newspaper Representatives Association of Chicago.

The medians presented by Mr. Breckenridge show that 65 per cent of the male subscribers read national advertising, while only 50 per cent of the feminine readers are stopped by it. Local advertisers do

better, reaching 65 per cent of the men and 92 per cent of the women. The median for department stores is 37 and 80; amusement advertising, 43 and 60; classified advertising, 29 and 40. For advertising as a whole, except classified, in these ten newspapers the score is 75 per cent of the men and 93 per cent of the women.

While these figures do not compare favorably with some of those recorded for editorial features, Mr. Breckenridge asserted that they prove that the newspaper is the most effective and economical medium available in this country. Using a basis of cost per line of reaching 1,000 readers, he asserted that newspapers can now advance and support some highly competitive claims.

New Competitive Angle

The summary for the ten newspapers indicated that only 36 per cent of male readers and 46 per cent of female read radio listings, Mr. Breckenridge said. The front pages of newspapers boast readership staggering in its proportions—97 per cent of the men and 98 per cent of the women. Comics have a rating of 83 and 79 per cent and picture pages also rank high. Editorial and financial pages have comparatively low readership, according to this

compilation. The summary also indicates that position is virtually meaningless. Left-hand pages were found to be somewhat better read than right, and advertisements at the bottom of the page rolled up high records in some instances, depending "on the way the advertiser uses the white space."

Ford Most Successful

A Ford advertisement was the best read national copy so far as men are concerned, being followed in order by Chesterfield, Lincoln and Standard Oil of Ohio. Ford reached 54 per cent of male readers.

Chesterfield led the parade with women, reaching 66 per cent to qualify as the best read national copy. Crisco, Standard Oil of Ohio and Ford Motor also rated high with women.

Mr. Breckenridge warned his audience that care must be used in making comparisons. Both product and the size of the space used must be alike in order to draw any reasonable conclusions.

Agencies are accepting the findings of the surveys with great enthusiasm, he added. The bureau did not wish to release the results until a larger number of newspapers had been surveyed, but demand from agencies was so insistent that it decided to make its findings

public at once. The results of the survey will be presented to agencies at a series of meetings in various parts of the country.

BUREAU RELEASES ELEVENTH SURVEY

New York, April 3.—The eleventh analysis in the "continuing study of newspaper readership," covering the *Daily Mail*, Hagerstown, Md., was released this week by the Advertising Research Foundation. The project is being conducted in co-operation with the ANPA Bureau of Advertising, with field studies handled by Publication Research Service.

Tracing "reader traffic stops" for both editorial and advertising material in the entire 20-page, Feb. 13, 1940, issue of the newspaper, the study pursues the same procedure followed in previous analyses in this series. The foundation also repeats its warning against interpreting too literally the findings in any one study, urging that data be weighed only on a cumulative basis. It is the foundation's intention to issue an interpretive analysis of findings at the end of the 12th newspaper study.

General news and comics walked off with readership honors, with 98 per cent of men and 99 per cent of

women interviewed having read something on Page 1, and 89 per cent of both sexes having read a comic. Eighty-two per cent of men and 91 per cent of women read some advertising in the issue. Breaking down advertising further, the study shows that 68 per cent of men and 74 per cent of women read some national advertising, and 74 per cent of men and 88 per cent of women some local copy.

National Copy Ratings

Top readership rating for national advertising went to Johnson & Johnson, with a 795-line advertisement on Page 3 featuring Red Cross bandages. Fifty per cent of men and 66 per cent of women saw the copy. A 795-line layout for Camel cigarettes, featuring the Byrd antarctic expedition, drew a rating of 32 per cent for men and 26 per cent for women. Two smaller advertisements were also credited with relatively high readership—an 81-line layout for Wilson whiskey on Page 2, and a 200-line Packard layout on Page 3.

The study revealed that no local advertisement secured a rating as high as the top national ad. Best readership was reported for Miller's radio store, with 39 per cent of men and 41 per cent of women having read the 1,135-line insertion. An interesting sidelight on the local copy was noted in two advertisements which tied in with "Gone With the Wind," which was being shown in Hagerstown at the time the survey was made. Hotel Alexander, with an 84-line ad featuring a "Scarlet O'Hara cocktail" was seen by 11 per cent of men and 27 per cent of women; and Maidstone, Inc., furniture, scored with 16 per cent of men and 54 per cent of women with a 462-line ad offering to "Show You How to Take 'Gone With the Wind' Home."

Other studies to be released shortly will cover the *Call*, Allentown, Pa.; *Herald*, Rutland, Vt.; *Gazette*, Worcester, Mass.; and *Leader*, Manchester, N. H.

SAN DIEGO

business is good-Here's why!



Clear the way for Navy pay-day!



A \$6,000,000 Aircraft payroll.



Tuna!.. a \$12,000,000 local industry



Tourists -- with both time and money



Year 'round farm income.



San Diegans are good spenders.

Just one "buy" covers Southern California's 2nd largest market, 180,000 city and 94,000 county

Business is good in San Diego because of diversification of "new money" sources. Added to the local exchange of dollars are (1) Navy payroll, \$30,000,000 annually, (2) Aircraft manufacturing, \$45,000,000 backlog, which is \$850 for every family in the city! (3) Fishing. Largest tuna canning and distributing point in the U. S. (4) Tourists. A year 'round "industry." Bigger in summer than in winter. (5) Agriculture, dairying, mining, \$17,000,000 a year of new wealth from the soil. It's a \$100,000,000 market you should be cultivating.

How to sell San Diego. Your No. 1 advertising buy is **The San Diego Union and Tribune-Sun** . . . 75,000 circulation in a market of 78,300 homes. One consistent newspaper schedule does the complete job! . . . with dealer as well as consumer influence. Spend your dollars where business is good right now, and is going to stay good all during 1940!

TRY OUT!
 . . . San Diego is an ideal test market. Isolated! 100 miles to nearest big city. A metropolitan market, but not too costly for a test. Real merchandising co-operation from a staff that knows how. Get in touch with our National Representatives for detailed help on **YOUR** problem.

... If you're in Southern California, you should be in **The San Diego Union and Tribune-Sun!**



Member of Associated Weekly Magazine and Comic Sections Color Group
 Represented nationally by **WEST-HOLLIDAY CO., Inc.**
 New York • Chicago • Detroit • St. Louis • Seattle • Portland • San Francisco • Los Angeles

Robert E. Martin, Inc., Allen Morris to Merge

Robert E. Martin, Inc., and Allen Morris, advertising and public relations counsellors of Atlanta, Ga., will merge their offices in the Volunteer bldg. Don C. Lowe has been appointed production manager of the Martin company. Mr. Morris has resigned as advertising manager of Haverty Furniture Company's chain of stores to establish his own offices.

Plan Fortnightly Issue

Publishers of *Telephone Engineer*, Chicago, which is issued the 15th of each month, announce a new publication, *Fortnightly Telephone Engineer*, to appear the first day of every month beginning July 1.

Perry Heads WCAX

Howard J. Perry, formerly commercial manager of Station WTAG, Worcester, Mass., has been appointed manager of Station WCAX, Burlington, Vt.

Let a LABEL do it
 GET OUR *Free* CATALOG TO SEE "What and How"
MAIL THE COUPON NOW!

Ever Ready LABEL Corporation
 141-B East 25th Street
 New York, N. Y.

FREE CATALOG, please

Name Title

Company

Address

City State

PASTE ON YOUR LETTERHEAD AND MAIL NOW!

Appellate Court Forbids Arrests in N. Y. Fag Case

New York, April 2.—The rout of the city's "anti-smuggling" authorities was virtually completed here today when the appellate court rendered a unanimous decision forbidding city officials to arrest individuals who import tax-free cigarettes from New Jersey for personal or household use.

Whether the decision will affect the activities of Joseph M. Aimee, chief of the city cigarette tax enforcement division, could not be learned. He has arrested scores of people and obtained numerous convictions in magistrate's court for alleged violations of the city law.

Mr. Aimee declared in court recently that even an unfavorable decision such as the one handed down today would not stop him. He said that it would take a higher court decision to put an end to his efforts.

Today's decision reversed a conviction handed down by a city magistrate against Ruth Anderson, who was found guilty of "smuggling" and fined \$25 for importing 16 cartons of cigarettes from Jersey for her own use and that of her brother.

Ruling of Court

The court ruled that the local law applies solely to the commercial importation of cigarettes and could not be used against individuals who save three cents a package by buying smokes across the river, and that a sale or resale would have to be made to constitute an individual as a dealer under the law.

Inasmuch as the only difference between the Anderson case and that being brought by ADVERTISING AGE in connection with the arrest of Kenneth C. Crain, of its New York staff, was that Miss Anderson purchased 16 cartons and Mr. Crain three, the city appears to be left without a leg to stand on in its prosecution of Mr. Crain.

Set Hearing for April 15

His hearing is slated for April 15, having been postponed numerous times at the city's insistence. Today's decision and admission by the corporation counsel in its brief filed in the Anderson case that the city is powerless to prevent New Yorkers from buying their own cigarettes in Jersey appear to leave the city no other course except to dismiss charges.

Whether or not Mr. Aimee continues to arrest individuals, the "cause celebre" will be definitely ended on July 1. At its closing session Saturday night, the state legislature passed a bill revoking the city council's right to levy a cigarette tax. The bill was promptly signed by Governor Herbert H. Lehman.



KAUFMANN & FABRY CO.
425 S. WABASH AVE. • CHICAGO
TELEPHONE • HARRISON 3135

Taylor Advanced

Herbert B. Taylor, assistant advertising and sales promotion manager for Northwestern Yeast Company, Chicago, has been advanced to advertising and sales manager. He has been with the company 30 years.

Bode Joins Agency

John N. Bode, advertising and sales promotion manager, Wheary Trunk Company, Racine, Wis., has resigned to join the service staff of Scott-Telander, Milwaukee advertising agency.

Lake George Okays Drive

Voters of Lake George, N. Y., have approved a \$3,000 appropriation for Chamber of Commerce advertising and promotional work.

Stanton Shifts

George Stanton, formerly assistant space buyer for Blackett-Sample-Hummert, Inc., and previously with the Chicago office of J. Walter Thompson Company, has joined the Chicago office of McCann-Erickson, Inc.

Criddle to Foreman

Robert W. Criddle, formerly with General Outdoor Advertising Company and vice-president of Outdoor Advertising, Inc., will join the New York office of the Foreman Company, radio representative, April 15.

Costello in New Post

Ned Costello of the Katz Agency, Inc., has joined the New York office of O'Mara & Ormsbee, Inc., newspaper representative.

Barber to Callaway

Harold F. Barber, former president of the Advertising Club of Boston and the Northeastern Council of the Four A's, and head of the J. W. Barber Agency, Boston, founded by his father in 1866, has joined Callaway Associates, Boston.

Joins Cramer-Krasselt

Ed Bowers, formerly head of copy and radio in the Chicago office of N. W. Ayer & Son, Inc., and more recently copy consultant in Chicago, has joined the copy staff of Cramer-Krasselt Company, Milwaukee.

Named Art Director

Allen Ballsieper has been appointed art director of the Frederick C. Schnake Advertising Agency, Milwaukee.

Englander Appoints

Englander Spring Bed Company, Brooklyn, has appointed M. H. Hackett, New York, to handle advertising of its sleeping equipment. A campaign for a new mattress, the Walkerest "Mattress of Tomorrow," is being planned.

Lacy Joins Hutchins

William Lacy, formerly with the Jack Knabb Advertising Company, Rochester, N. Y., has become a member of the copy staff of Hutchins Advertising Company, Rochester.

Appoints Kopmeyer

Kentucky Macaroni Company, Louisville, has appointed M. R. Kopmeyer Company, Louisville, to handle its advertising.



too easy for words

Product identification—requisite for self-service merchandising

OUTDOOR **A**DVERTISING **I**NCORPORATED

National Sales Representative of the Outdoor Industry

40 East 42nd Street, New York City

Atlanta • Baltimore • Boston • Chicago • Cleveland • Detroit • Houston • Los Angeles • Philadelphia • St. Louis • San Francisco

Advertising Age

THE NATIONAL NEWSPAPER OF ADVERTISING

Trade Mark Registered in U. S. Patent Office

ISSUED EVERY MONDAY BY ADVERTISING PUBLICATIONS, INC.

Publication Office, 100 E. Ohio St., Chicago.....Tel. Del. 1337

New York Office, 330 W. 42nd St.....Tel. BRyant 9-6432

G. D. CRAIN, Jr., President and Publisher

S. R. BERNSTEIN, Vice-President. O. L. BRUNS, Vice-President. E. KEBBY, Secretary

Editorial Department

S. R. BERNSTEIN, Editor; IRWIN ROBINSON, Managing Editor; MURRAY E. CRAIN, A. P. MILLS, RICHARD B. ESPEY, FRANK HICKS, RALPH O. MCGRAW, E. C. HALL and J. CORTADA, Associate Editors
Correspondents in All Principal Cities

Advertising Department

NEW YORK: M. D. Hicks, Eastern Advertising Manager; E. F. Thayer, Philip W. Murphy. CHICAGO: O. L. Bruns, Western Advertising Manager; J. C. Gafford. SAN FRANCISCO: Simpson-Reilly, Ltd., Russ Bldg., Walter S. Reilly, Manager. LOS ANGELES: Simpson-Reilly, Ltd., Garfield Bldg., N. F. Loundagin, Manager. ATLANTA: B. Frank Cook, Walton Bldg.

MEMBER

Audit Bureau of Circulations, Associated Business Papers, Inc., National Publishers Association, Advertising Federation of America

Vol. 11, No. 15

April 8, 1940

10 Cents a Copy, \$2 a Year

Measuring Tourist Promotion Results

In view of the large sums now being spent for advertising for tourist business, it is interesting to note that in most cases inadequate facilities for measuring results have been provided. Of course, inquiries from advertising are recorded, and some tourist centers encourage registration by visitors, but ordinarily this provides only a small cross-section of the total number who enter the area for other than business purposes.

The importance of providing a real yardstick for tourist business is evident when it is remembered that much of the advertising now appearing represents taxpayers' money. The whole community is often taxed—properly, we believe—for this type of community development work, and it is therefore entitled to an exact accounting of what it receives for the expenditure.

The job consists both of measuring the number of visitors who are entertained and their approximate expenditures, based on the average length of stay. It is admitted that this offers difficulties, first because such a large percentage of tourist business is represented by motor traffic, and second because much of

it is handled in secondary rather than primary areas. That is, a visitor attracted to Florida, for example, might spend his time outside the municipal area responsible for the promotion, so that while it benefits from the business, it may not be able to record it.

Greater cooperation among all of the factors interested in tourist business is needed to do a better job of measuring and evaluating the number of visitors and their total expenditures. All of the transportation companies, oil and gas companies, hotels, tourist camps, retailers and others who directly supply tourist needs should be interested in furnishing information regarding their operations, as a means of gauging the result of community promotion activities.

The tourist field is growing rapidly, and those communities which are advertising for their share of the expanding tourist dollar are eager to increase their efforts just as rapidly as results justify. Business in general immediately reflects the success of campaigns of this character, but even more specific information, stated in terms which the whole community can understand, will set the stage for a permanent promotion policy.

How Not to Sell Advertising

Here is an incident which is reported not for the purpose of criticizing individual sales methods, but rather to point a moral for the advertising field as a whole.

A well-known manufacturer brought out a new product and as a result entered a new field. Because immediate sales possibilities were limited, though the potential is great, the advertising to that field was confined to one publication, selected by the advertiser and his agency as representing at least a good initial approach to the market.

Let the advertising manager tell the sequel:

"Since the campaign broke," he said, "I have been called on by about twenty representatives of competing publications. In each case I have been told that I have made a terrible mistake and that my choice of a medium in which to initiate our campaign is wrong on all counts.

"This happened so regularly that I made a mental resolve that the first man who told me that he was glad I had entered his market and

that he hoped the advertising would be successful enough to justify inclusion of his medium would get an order—not next year, but right now! I decided that he would merit this reward for a helpful and constructive approach to something which we have undertaken in his particular field.

"I regret to say that though this attitude was adopted some time ago, I haven't yet found it necessary to look around for the money with which to buy an additional medium. I am still hearing that our judgment in the selection of media is lousy and that we are sure to be disappointed in our advertising to this important section of our market.

"Maybe we will be, and I am willing to admit that all of this conversation has rather soured me on the field as a whole. But sales results so far have been satisfactory, and perhaps, in spite of all the representatives can do to prevent it, I may have to expand this advertising into their books next year."

"SHARPS AND FLATS"



—Collier's

Ad-libbing

The Super-Colossal Movies

If advertising is as blatant and bawdy as its critics sometimes allege, there may be a reason. Most advertising must appeal to the mass mind. And this collective entity is not always what it should be, if one is to judge by the motion pictures—which also must appeal to the mass mind. We aren't assailing the undeniable and varied talent that exists in Hollywood or passing the burden of defense to that universe. We're simply reporting what confronted an average man who thought he might visit the neighborhood movie and picked up the paper to make his selection.

The bargains and combination bargains you can get at the neighborhood houses now are amazing and would certainly have startled Shakespeare who once wrote, "The play's the thing." Not any more, it isn't.

One house advertises, "Hurry! Last day for your encyclopedias." They come with "Raffles" and "Remember the Night." Another, more vaguely, features "Gifts" along with these pictures, "Oh, Johnny, Oh," and "Inspector Hornleigh on a Holiday."

Stemware was offered along with "Oh, Johnny" and "Kid Nightingale." Still another presented a more complex situation. Two pictures ran the gamut: "Intermezzo" and "East Side Kids." Big draw of the evening, however, was "Vols. 11-15 of Encyclopedia; Vols. 1-5 Dictionary, and last chance for Vol. 1 Dictionary." (It's understood that the customer has to cart these books home himself.)

Another enterprising theater offered glassware with such added entertainment as "City of Chance" and "Joe and Ethel Turp Call on the President."

A theater in another section of town has apparently found its patrons more jaded than average and is doing everything possible to whip up their interest. Its combination was "Marihuana," "March of Crime," showing an actual electrocution, and "Stronger Than Desire?" And, oh yes, ovenware.

Biggest bargain of all (15 cents to 6:30 p. m.) was this combination: "Moonlight Sonata," "Mimi," "Village Barn Dance," "Ferdinand the Bull," "Aghileen Pinnacles" and "News." That "pinnacles" thing sounds intriguing.

This is just a sample. But if statistics showing that the average fan goes to the movies three times a week are right, it seems obvious that every home will soon have a dictionary, several sets of encyclopedias and heaven only knows how much stemware, ovenware and glassware—all of which articles can presumably be used for throwing if necessary.

Jewel Tea Celebrates

Jewel Tea Company has done a handsome job in a new booklet titled "Pleasing Mrs. Brown" which is being sent to stockholders, employees and other friends of the company. It commemorates the company's 40th anniversary and tells—with pictures and charts galore—what has happened since Frank V. Skiff and Frank P. Ross opened their first small store in Chicago. That the advertising, public relations and employe policies adopted by Jewel since its earliest years have been successful is evidenced in the all-time high sales record reached in 1939.

Uncensored News from London

Despite the rumored severity of the censor's scissor and pencil off the Fleet street barracks, Lord & Thomas was able to release a photograph sent them by their London office, demonstrating that acquisition of new accounts abroad by L&T is news there as well as in the USA. Appointment of the agency's London office by Electrical and Musical Industries, Ltd., (the British RCA) was considered important enough to warrant space on those posters decorating London newsstands. Also relevant, to us, is that the photograph sent out by L&T, showing the posters announcing the acquisition of the account with other posters announcing such items as "BRITISH PLANES IN FINN BATTLE," showed that two other trade papers had poster space. These were *Shipping* and *World Press News*. The L&T announcement appeared on an *Advertisers Weekly* poster.

Complaint Department

For the past several seasons life insurance companies have sought to make their prospects think less of death than of living well in their old age. What was our surprise then to open a copy of *Business Week* and to find the 95th annual statement of the New York Life Insurance Company staring us in the face, in type so funereally black and somber as to be completely depressing. These financial statements are necessary items, but many companies have seen fit to brighten them up as much as possible. Why not this one? Especially one where assets amount to a paltry \$2,762,278,482.90.

Jottings

Just-in-Case-You-Care Department: Patricia Plunkett, "rated as the number one debutante of the year, has been added to the staff of Hal A. Salzman and Associates, New York, as consultant." Miss Plunkett's services will be available "to manufacturers in connection with the promotion of merchandise sold to young women."

Information for Advertisers

The following documents may be secured without charge from companies sponsoring them, or through ADVERTISING AGE, by any national advertiser or advertising agency executive writing on his business letterhead.

No. 1613. Consumer Analysis of the Greater Milwaukee Market.

This is the 17th annual edition of *The Milwaukee Journal's* survey of consumer buying habits. It discusses purchase, use and ownership of products, and tabulates preferences for leading brands in numerous classifications, as well as dealer distribution in the Greater Milwaukee market.

No. 1608. Facts in Food and Grocery Distribution—1940.

The Progressive Grocer has issued this booklet of facts based on the publication's tenth annual survey of food distribution. It contains tables of principal food and grocery trade statistics, a review of the past year's distribution trends, and facts about *The Progressive Grocer* and its position in the food-selling picture.

No. 1609. Techniques in Transportation Advertising.

Users of transportation advertising have contributed to make this brochure, issued by Barron G. Collier, Inc., an interesting source of ideas. Many different techniques are discussed, with examples illustrating the points.

No. 1610. The Greatest Single Selling Force in the Anglo-Jewish Market.

The Jewish Examiner, Brooklyn, N. Y., has issued this study of the market it serves. The booklet contains a circulation breakdown, facts about the paper's editorial program and reader response.

No. 1598. The Tourist Must Eat, Too.

In this new folder, *Tourist Court Journal* tells about the market for foods and equipment provided by the 9,400 tourist court cafes and coffee shops which feed 480,340 customers a day. In addition to statistics on the operation of these eating places, and a list of items purchased by them, the folder tells about the *Journal's* three-part merchandising program.

No. 1583. Providence Market Data.

The Providence Journal-Bulletin has issued this data book on Rhode Island and the Providence market dealing with people, homes, income, manufacturing, etc. There is a breakdown of newspaper coverage, and a reader survey with graphs showing reader interest, page by page, for specified issues of the *Sunday Journal* and evening *Bulletin*.

No. 1594. Ohio's Small City Market.

This brochure, prepared by John W. Cullen Company, tells all about the Ohio Select List of non-metropolitan newspapers. It covers population, sales, and farming and industrial activity for the state as a whole, and then gives the Ohio Select List's markets alphabetically, page by page, with maps and data on the newspaper in each area. Available without charge only to national advertisers and recognized advertising agencies.

No. 1603. Good Grooming.

Woman's Home Companion has issued Reader-Editor Report No. 31, in which the magazine's reader-adviser group answers numerous questions on the subjects of neatness and good grooming. Answers concerning bathing habits, care of the face, manicuring, shampooing and other feminine niceties are tabulated, with details of frequency of product's use, as well as the why's and why-not's.

'Corny' Advertising Voted Myth in Art Center Debate

Chicago, April 1.—The "corny advertising" legend was at least partially demolished Thursday night when more than 300 Chicago advertising men attending a debate at Art Center, Chicago, voted in favor of the negative side of the proposition that "The advertising profession is not making proper use of the benefits of design, color science and psychology and fine art."

The affirmative was presented by Dale Nichols, nationally known painter and designer and newly appointed professor of fine arts at the University of Illinois, and by Glenn Price, artist and designer, and former art director, U. S. Gypsum Company. The negative was upheld by Charles H. Magers, layout director, Montgomery Ward & Co., and president-elect, Art Directors' Club of Chicago, and by Edwin W. Krauter, sales manager, Montgomery Ward & Co.

The affirmative declared that while every product of industry has been greatly improved during the last 20 years, advertising layout and design have remained static. In support of this theory, Mr. Nichols displayed national advertisements dating from 1912 to the present, asserting that they are remarkably similar in design.

Raps Childish Appeals

He asserted that the creative instincts of artists and designers are ruthlessly suppressed by buyers of advertising, hence many color advertisements defy all accepted rules of harmony. He concluded with the statement that many advertisers are still directing their appeals to a composite reader possessing the mind of a 14-year-old child.

The negative insisted that advertising sells goods by employing basic human appeals and that design, or beauty, is one of the least important of these attributes. Mr. Krauter said that huge sums are being spent in experimental art and layout. Mr. Magers listed some of the famous names whose art is appearing in current advertising and suggested that artists cooperate with advertising managers in their endeavor to secure wider acceptance of good design.

An open discussion followed the debate and James A. Shanahan, art director, D. F. Keller Company, was obligated to call a halt when it grew too heated. Ballots were circulated, and the negative team was voted the winner by a wide margin.

Kraft Promotes Velveeta

Suggesting substitution of cheese for the slim wartime butter ration, Kraft Cheese Company, of Great Britain, is using national, Scottish and provincial newspapers in a campaign for Velveeta cheese. The London office of J. Walter Thompson Company handles the account.

Opens Advertiser Service

Offering complete direct mail facilities, Advertisers Production Service has begun operations in Chicago with printing and lithographic plant at 3334 W. Franklin boulevard and letter service and mailing plant at 343 S. Dearborn street.

Appoints Rumrill

Porcelain Insulator Company, Lima, N. Y., has appointed Charles L. Rumrill Advertising Agency, Rochester, N. Y., to handle its account. Electrical trade papers will be used. The agency has installed a photographic studio in charge of William Pell.

Thorsen to McCann

Harry J. Thorsen has joined McCann-Erickson, Inc., Chicago, as account service manager. Norman Meiners, formerly with Macfadden Publications, has joined the agency as assistant account manager. Mr. Thorsen was formerly with Reincke-Ellis-Younggreen & Finn, Chicago.

To every Advertiser who faces "THE NEW YORK SELLING-PROBLEM"

Year after year, Advertising comes closer to being "predictable"—because the predetermination of Consumer Response is the continuing target of Research.

Studies, showing the number of readers of certain pages, features and advertisements are one development. Reader preferences for specific copy appeals—eye-movement on advertising pages—suburban train checks—newsstands sales counts—all have value. But, practically every recent research has had to do with QUANTITY. Whereas, the advertiser really MUST know the BUY-VALUE of circulation before he can invest soundly. And this calls for QUALITATIVE analysis.

Because of the complexities of the New York Market, it appeared unlikely that any newspaper's readership (Morning OR Evening) could or would be measured in absolute terms of "WHO? WHERE? WHAT BUY-ABILITY?"

Now, a New York daily has done just that. And the answer stems from inspired, methodical research—a two years' project corroborated by America's best-known research organizations.

Here in New York, home-delivered newspapers are the exception; here, the newsstand is the outlet. Yet newsstand sales, alone, are a false index—since the paper bought at a given stand may be (most frequently IS!) carried miles from point-of-purchase and read en route to or from work . . . and, if an evening paper, it is then carried into the home for all-family reading.

This NEWS will Quicken Your Pulse!

Today, the New York World-Telegram offers advertisers a clear and definitive picture of its readership: a block-by-block "census" based on a known 40 per cent of its circulation, located according to street addresses . . . with World-Telegram findings corroborated by highly regarded research companies.

Out of this comes a gauge for measuring the buying potential of each buying-stratum of the World-Telegram's readers . . . a Pattern to apply to the scientific selling of any product which may be advertised.

To advertisers and agencies this great research result is now being shown; it is presented to logically develop a new, basic measurement of newspaper coverage—and the World-Telegram Pattern which enables the New York Market advertiser to invest in the precise reader-groups known to qualify as to BUY-ABILITY of products in any of the several price ranges.

This is the first advertisement of a series to appear in these pages; subsequent copy will show representative World-Telegram reader-families and this newspaper's coverage of the many cities-within-the-City which comprise the New York Market. As these pages appear, advertisers and advertising agency principals will sense the drama of this unique World-Telegram research which provides a new tool for scientific circulation measurement . . . and, as a practical result, offers an unchallengeable Pattern by which advertising may be planned to reach this qualified segment of the New York area's BUY-ABLE families.

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD NEWSPAPERS
TWO HUNDRED THIRTY PARK AVENUE, NEW YORK, N. Y.
CHICAGO DETROIT MEMPHIS PHILADELPHIA SAN FRANCISCO
MEMBERS OF THE UNITED PRESS . . . THE ASSOCIATED PRESS
THE AUDIT BUREAU OF CIRCULATIONS, AND MEDIA RECORDS, INC.

New York World-Telegram
A Scripps-Howard Newspaper



Fairbanks, Morse Turns on Heat in Stoker Drive

Dramatic Presentation Given to Distributors and Dealers

Chicago, April 3.—Fairbanks, Morse & Co., Chicago, concluded its sixth annual stoker convention here today after revealing to some 400 distributors and dealers from most of the United States and Canada the most formidable stoker promotion campaign it has ever attempted. The marked showmanship of the various presentations reflected in large measure the ability of H. L. Bilsborough, manager of the stoker division, to dramatize even the most prosaic steps in the process of getting stokers from the production line into the homes of consumers.

Nothing on the week's program better revealed this talent for colorful presentation than the revelation of the year's sales and promotion program. As presiding officer, Mr.

Bilsborough first keyed the program to the all-important sales angle when a telephone at his right hand rang. An imaginary distributor on the other end of the wire was putting in his order for F-M stokers and it was a handsome order, of course, made even more so by Mr. Bilsborough's suggestion that by adding a few more it would be a carload with consequent saving in shipping charges.

Showmanship Is Injected

The telephone device continued in evidence when Mr. Bilsborough called Harry Neal Baum, F-M advertising manager, and Arthur L. Decker, executive vice-president, Henri, Hurst, McDonald, the company's agency, for a conference on the stoker sales and promotion program. The act was punctuated with a plentiful supply of informality to enhance its realism. Emphasis was placed on the quality of the F-M product and a sales and promotion program was ordered to conform with it.

With a card to indicate an interim of three weeks, Mr. Bilsborough, Mr. Baum and Mr. Decker again came together to confer on the program which the advertising department and the agency had meanwhile prepared. With the manager of the stoker division leading the

way with questions and observations, Mr. Baum went through the entire program step by step, ably seconded by Mr. Decker. The repetition gag of professional humorists was used to drive home the sale terms of "No money down, as long as 36 months to pay." As every advertisement and mailing piece was presented by Mr. Baum, Mr. Decker would break in with a pointed remark to Mr. Bilsborough that the terms were prominently displayed, with Mr. Bilsborough repeating the wording each time. The increasing crescendo of laughs from the audience testified to the effectiveness of the device.

Mr. Baum then was left to explain the entire program, detail by detail, direct to the distributors and dealers. He was assisted in this by huge panels picturing each advertising piece with a spotlighted stage in the background on which was placed one of the more colorful F-M stokers.

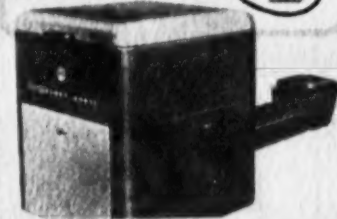
Result of Experience

Explaining that each of these advertising pieces was not what some individual liked but was what had been proved by experience to be sound selling material, Mr. Baum began with enlarged samples of advertisements to appear in national publications. The automatic oper-

FAIRBANKS, MORSE "TURNS ON THE HEAT"

See Your FAIRBANKS-MORSE Dealer!

FOR THIS NEW STOKER WITH STOK-O-LITE



See this stoker and you will know why people are buying it at a rate which is increasing faster than most of other stokers. The Fairbanks-Morse Automatic Coal Burner gives clean, steady, beautiful and economical heat from ceiling to floor. It gives it to you with such dependability you almost forget there is such a thing as a heating problem.

And now another new, big feature—STOK-O-LITE! Should the electricity go off—if for any reason the stoker is prevented from starting you, the little red glow-lamp on the thermostat warns you instantly—before the house gets cold. STOK-O-LITE is the biggest feature of the year in stokers. Only Fairbanks-Morse has it.

NO DOWN PAYMENT! AS MUCH AS 36 MONTHS TO PAY

Guardian of Your Purse, Health and Comfort

Because Fairbanks-Morse makes quality stokers in quantity you can own one for a surprisingly low price. Get the facts! Use coupon for name of nearest dealer and informative booklet "Live in Comfort."

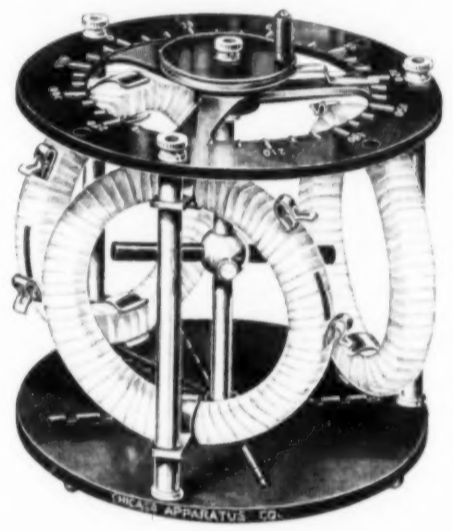


Compare this new stoker with the one you are now using. Then compare the price! With this stoker you get the quality of a stoker that will give you the highest heat in every detail—more than the average stoker of the year. It is the best of the art means that stoker is produced in quantity and ready to ship. It is the stoker that gives you the right heat, the right heat, the right heat.



Samples of national advertising which Fairbanks, Morse & Company will use in its 1940 stoker campaign, revealed to dealers and distributors last week at a six-day meeting in Chicago.

WOOD ENGRAVING



An age old art with a modern slant

Wood cuts do have a place in modern advertising. As a medium for showing detail wood cuts reign supreme. There are many advantages in using wood cuts. They print on any kind of paper. You don't need to worry about expensive photographs or re-touching. Wood cuts can be made direct from the merchandise or copy and retain every tone value from highlights to

shadow. The softness of a piece of tubing—the hardness of metal—light—shadow—detail. It's all there! Our completely equipped wood engraving department managed by men with a quarter century's experience in this medium is at your service. Our wood cut department is only one unit of a complete plant for the making of printing plates in every known medium.

PHOTO-ENGRAVERS IN EVERY KNOWN MEDIUM

WALLACE-MILLER COMPANY
466 WEST SUPERIOR STREET
CHICAGO

ation of the F-M stoker, its economy, its comfort, its healthfulness, its safety are some of the important features stressed in the advertising, with special emphasis on the "stok-olite" which flashes a warning if the stoker fails to function properly. First copy will appear in *Progressive Farmer* for April, May and June. Those who have had unsatisfactory experiences with their domestic heating arrangements during the past winter and may be contemplating a change will be the particular targets of copy to appear in the June *Better Homes & Gardens*. The real interest in heating plans doesn't reach its peak until late summer and early fall and it is then that F-M stoker copy will really "turn on the heat."

Copy is scheduled for August and September *American Home* and *American Magazine*; September and October *Better Homes & Gardens*; Aug. 17, Sept. 7, 21 and Oct. 12 *Collier's*; Aug. 24, Sept. 14, 28 and Oct. 19 *Liberty*. Each of these national advertisements carries a coupon on which to request free booklets on automatic coal burner heat. Three booklets are available for these requests: one with 24 pages, 5 by 7 inches,

is entitled "We the Owners Say" and contains signed testimonials; another 16-page booklet, 5 by 7 inches, in two colors, entitled "Live in Comfort," tells the story of F-M stokers in detail; the third booklet is a 3 1/4 by 6-inch pamphlet of questions and answers on the F-M stoker.

Three direct mail campaigns were outlined briefly by Mr. Baum. In each case the dealer sends in a mailing list and the mailing pieces are sent out with the dealer's imprint, at a nominal charge. There are three mailing pieces in each campaign. One campaign is for the bituminous domestic market, another for the anthracite domestic market and a third for the bituminous industrial market, meaning commercial buildings and apartments. Other dealer helps revealed by Mr. Baum included newspaper mats, envelope enclosures, commercial bulletins on stokers for commercial buildings and apartments, general catalog in two colors, a 16-page bulletin called the "visualizer," an optical device called "TruVue," a full size stoker floor plan, signs and decalcomanias.

(FACTS ABOUT BALTIMORE)



RESERVE spending power in Baltimore:

One-third of the Bank Deposits of \$669,976,836.00 is in Mutual Savings Banks!

More than two hundred million dollars is lying in the savings banks of Baltimore. Those depositors can draw out their money any time they want—and they *do* draw it out when they want to buy something badly enough. Your advertising can turn "reserve" spending power into actual sales!

Make your advertising investment in a growing market. Use Baltimore's "first choice" radio station.

WFBR
BALTIMORE
National Representatives
EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★

Price Juggling by Chain Alleged at Patman Hearing

Washington, D. C., April 4.—Charges that loss leaders are really not loss leaders and that they result in no saving to consumers were made to the ways and means subcommittee holding hearings on the Patman chain store tax measure Monday.

A death warrant for the bill was read Wednesday, however, in the form of a letter from Secretary of Agriculture Wallace, opposing its passage in behalf of his department and of the administration. Mr. Wallace said that the Patman bill "would discourage and prevent" efficient marketing of food, which is required by sound public policy.

George Schulte, owner and publisher of the *Interstate Merchant*, read a letter of instructions to managers of the Kroger Grocery and Baking Company into the record. The letter stated that when the price of one commodity was reduced the price of another must be raised by an amount sufficient to offset the reduction. Schulte told the committee that such a situation results in no saving to consumers as a whole on articles purchased through chain stores.

Discusses Price Policy

The witness told the committee that chain operations have forced independent merchants to combine for the purpose of advertising. Through cooperative efforts, he testified, independents are able to purchase large amounts of space in the leading daily newspapers. Otherwise, they are at the mercy of large chain groups.

Mr. Schulte testified that the motivating force behind chain operations is higher profit. To attain this end, he continued, they have eliminated large numbers of wholesalers and gone into the manufacturing business themselves. By this means they attempt to control the supply of certain commodities and consequently the price. He stated that in general the price policy of chains is "what the traffic will bear." To substantiate this, he read a statement of a chain official to the FTC which gave that general characterization to price policies of the large groups.

Points to Bank Failures

Mr. Schulte told the committee that while many factors contributed to bank failures in the period following 1929, concentration of merchandizing operations in the hands of a few played no small part in the situation.

Ben Du Bois, Secretary of the Independent Bankers Association, told the committee that if chain stores are allowed to continue their present methods, the result will be complete monopoly of all retail merchandising.

Graupner Names Black

Robert H. Graupner, Inc., Harrisburg, Pa., brewer, has named W. L. Black Advertising Agency, Reading, Pa., to handle its account. Newspapers, outdoor and radio will be used.

Elected to ANA

Investors Syndicate, Minneapolis, Minn., has been elected to membership in the Association of National Advertisers. Edgar R. Champion, advertising manager, will represent the company.

Hastings to Brisacher

Brisacher, Davis and Staff, San Francisco, has been appointed to handle the advertising of Hastings, men's clothing store chain in San Francisco and Oakland, Cal.

Lido Hotel to Kupsick

The Lido Hotel and Club, Lido Beach, Long Island, has appointed J. R. Kupsick Advertising Agency, New York, to handle its account. A campaign using metropolitan newspapers and direct mail has been scheduled.

J-W-T Elects Three

Sidney L. Dean and Philip A. Richardson, of the New York office, and Chester A. Foust, of the Chicago office, have been elected vice-presidents of J. Walter Thompson Company. All are account representatives.

"Fortune" Advances Kegg

Fortune has promoted William Boyd Kegg to assistant advertising director.

Renews Contract

Herman Bess, executive vice-president of Station WNEW, New York, has signed a new five-year contract, and Irene Davis, who has been Mr. Bess' assistant, has been made commercial traffic manager.

Bart Joins Weinberg

Hendry Lars Bart, formerly with the display promotion department of the *Los Angeles Examiner*, has joined the Milton Weinberg Advertising Company, Los Angeles, as account executive.

New Kenny Agency

Federated Sales Service, Inc., Boston, has been appointed marketing counsel for the Kathryn Kenny Company, distributor of lipstick, Boston.

Fagan Returns to CBS

William J. Fagan has returned to the Columbia Broadcasting System as assistant sales manager. He was with CBS from 1929 to 1937 when he left to join Benton & Bowles, New York.

Hotels Name L&T

Lord & Thomas, San Francisco, has been appointed to handle advertising for Associated Western Hotels. The group is an organization composed of hotels in 11 Western states and British Columbia.

Milk Account to McCord

The Milk Foundation of Minnesota has appointed McCord Company, Inc., Minneapolis, as its advertising agency.

"Now I get the point of your insisting on NEWSWEEK. Ned. Hitting key executives* pays dividends."

"That's not the only point, Phil. It's good business to be with a magazine that's going places. NEWSWEEK'S lineage for March is up 35%, and revenue is up 75%, over the same month last year!"



*Key executives, together with others in business and the professions account for 88.9% of NEWSWEEK'S audience. So it's not surprising that NEWSWEEK'S average family income is \$4,851 per year . . . and it's not surprising that March is the twenty-first consecutive month of advertising gains for NEWSWEEK . . . Now it's NEWSWEEK!

**THIS FAMILY SPENDS
174 MILLION
A YEAR!**

Reach it through
KFDM

BEAUMONT, TEXAS

1000 WATTS **560 KC**

On the Air Full Time.
Represented by
International Radio Sales

KFDM NBC BLUE

'Mounted Police Psychology' Reduces Profits

Economist Discusses High Cost of Getting Small Orders

New York, April 2.—The "North-west mounted police psychology"—the determination not to let any account escape no matter what the cost of getting and keeping it—results in some sales executives reducing net profits in their frenzied quest for volume, it was pointed out here today by Dr. J. Frederic Dewhurst, economist for the Twentieth Century Fund.

Speaking before the Sales Executives Club, Dr. Dewhurst declared that lack of knowledge of unit distribution costs is responsible for the excessive zeal for sales volume which sometimes means depressed profits. He told of several companies which increased profits by eliminating certain lines and territories.

He mentioned an electrical firm which showed an average loss of \$1.64 for every order under \$25, while larger orders returned an average profit of \$10.12. Dr. Dewhurst added that the answer to the small account problem is not necessarily to eliminate them. Careful analysis often reveals how such business may be handled profitably. One firm solicits small orders by mail and another adopted a simplified routine which reduced clerical labor to one-fourth of normal.

Cost of Advertising

In answer to a question from the floor regarding the place of advertising in distribution, Dr. Dewhurst replied that he was surprised by the reaction to the chapter on the subject in the fund's recent book, "Does Distribution Cost Too Much?" The speaker wrote the book in collaboration with Paul Stewart.

He asserted that the unfavorable reaction expressed in some quarters on the advertising chapter made it "a touchy subject." He added that "Stewart and I thought it was reasonably innocuous."

He pointed out that national advertising represents less than one-third of the annual expenditure for all advertising, and that the total is less than 3 per cent of the price of all finished goods.

"In the marketing of many lines of goods," said Dr. Dewhurst, "advertising does the same job as automatic machinery and the assembly line do in the production of goods. In other words, it is a labor-saving device in introducing new products and expanding and maintaining the market for mass-distributed goods. To argue about whether advertising as a technique of selling is 'good' or 'bad' is like trying to decide whether power-driven machinery is 'good' or 'bad.'"

Penn Advertising Managers to Meet

Members of the Pennsylvania Newspaper Publishers Association and the Interstate Advertising Managers' Association will have a joint Display Advertising Conference at the Penn-Harris hotel, Harrisburg, Pa., May 10-11. Frederick R. Long, *Times*, Chester, Pa., chairman of the PNPA advertising committee, and Richard MacDonald, *Courier-Post*, Camden, N. J., president of the IAMA, will preside.

Subjects for discussion will be Pennsylvania days, radio lottery advertising, newspaper promotion and the attitude of consumer groups toward advertising.

Admen Hunt "Rakers"

Nominations are being received by the Young Men's Group of the Advertising Club of New York for 12 successful young men of America under 31 years of age who will be inducted into the Order of the Rake at the second annual luncheon in New York April 18 for having successfully "scratched" for their opportunities.

Form Film Company

Empire American Productions has been organized at 149 Boylston street, Boston, to make sound motion pictures in black and white and color. Vernon Patterson, former Paramount Pictures cameraman, is president, and Henry Flarsheim, formerly a principal in the Marx-Flarsheim Advertising Agency, is treasurer. The organization is affiliated with Kasper-Gordon Studios, Boston, recordings and radio transcriptions.

Two Name Weinberg

Milton Weinberg Advertising Company, Los Angeles, has been appointed to direct the advertising of Wahl Charge Plate, Inc., and Mode Mfg. Company, maker of builders and cabinet hardware and bathroom fixtures.

Take Advertisers Into the Field, Dotted Liners Told

Chicago, April 1—More selling of the market and less of a competitive character was recommended to business paper representatives by Howard Rose, space buyer for the Buchen Company, Chicago agency, in addressing the Dotted Line Club today.

Mr. Rose urged business publication salesmen not only to be familiar with their fields by direct personal contact with typical plants, but to supplement this by taking advertisers into the factories, stores and building jobs where their prod-

ucts are being used, as a demonstration of new or expanded product applications.

Information Is Door-Opener

"Expert information on markets," he added, "is a door-opener in the offices of advertisers. We have one client, called on by 57 representatives of business papers, who is willing to see only seven. All seven bring worth-while information about their markets as consumers of this manufacturer's products."

New officers of the club, elected today, are E. V. Perkins, *Petroleum Engineer*, president; L. C. Monroe, *Signs of the Times*, first vice-president; Louis Brookman, *Concrete*, second vice-president, and A. E. Meanor, *Commercial Car Journal*, secretary-treasurer.

New York Teachers Charge NAM Propaganda

The New York Federation of Teachers Union has charged that the National Association of Manufacturers is using public school classrooms in Albany, Buffalo, Rochester and elsewhere for dissemination of propaganda.

The union expressed its views in a resolution adopted at a meeting in Albany.

Mineraltone Appoints

Mineraltone Laboratories, Los Angeles, Cal., has appointed Metropolitan Advertising Company, Los Angeles office, to service its advertising account. Direct mail and magazine sections of Sunday newspapers are being used. Arthur F. Nelson is the account executive.

LOOK

CIRCULATION MORE THAN 1,830,000



LOOK Magazine's circulation averaged 1,830,866 copies per issue for the first quarter of 1940.

This is a gain of more than 275,000 from the first quarter average of last year.

This is the highest first quarter average in **LOOK's** history.

This is the sixth consecutive quarter in which **LOOK** has shown a circulation gain.

Apr
Frie
pany
pres
Mitc
offic
with
Jr.
Smit
C. A
Wiel

K
en
to n
set
adve
is b
in th
shei

As
im
lar
als

ADVE
AD
Auto
Cham
Electr
Gener
Cor
Motor
Stude

Watch
Food-
Clapp
Knox
Lever
Nestle
Nestle
Old D

Pan
Bur
Pepsi
Ralsto
Drug
Alka-
Bauer
Castor
Dr. H
Dr. W
Ironiz
Krem
Kurlas
Linit
Lysol
Modes

Friend Forms Agency

Following the dissolution of Friend-Wiener Advertising Company, New York, Mitchell E. Friend, president, has formed a new agency, Mitchell E. Friend Company, with offices at 15 Park Row. Associated with him will be Richard J. Cullen, Jr., Benjamin Weber, Gertrude E. Smith, Helen McShane and Frank C. Aloe, all formerly with Friend-Wiener.

Kabo Appoints Agency

Gourfain-Cobb Advertising Agency, Chicago, has been appointed to handle the account of Kabo Corset Company, Chicago. A dealer advertising and promotion campaign is being planned for release early in the summer. Leonard S. Florshelm, Jr., is advertising manager.

Elect McKinney President

William McKinney has been elected president of Scott & Bowne, maker of Scott's Emulsion and vitamin products, succeeding William H. Mathee, resigned. Mr. McKinney is also president of J. C. Eno Company, the Janvier Company and Harold S. Ritchie Company, all of which are associated with Beecham Company, London, holder of an interest in Scott & Bowne.

"News" Merger in L. A.

Stockholders Publishing Company, Los Angeles, has merged the *News*, morning newspaper, with the *Evening News* in one publication, the *News*, to be published on a 24-hour basis. Advertising space will be sold to appear in all editions on any one day.

Plan "La Maquina"

George Miller and John S. Samelson, previously associated with export magazines, have organized Crofton-Lane Publishing Corporation, 1775 Broadway, New York, to publish *La Maquina (The Machine)*, a Spanish quarterly to be issued to importers, distributors and users of machinery, industrial and factory supplies and equipment. The first issue will appear July 1.

Whiteman Gets Bonds

Carl Whiteman, who resigned recently as vice-president of General Foods Corporation, New York, to enter the brokerage business in San Francisco, has been appointed to represent Bonds 17 Dog Food Company, Los Angeles, as sales agent for its products in all United States markets except Los Angeles.

Art Directors Open Annual New York Show

More Than 6,000 Entries Are Submitted for Judging

(Picture on Page 29)

New York, April 4.—The 19th annual exhibition of art, sponsored by the Art Directors Club, opened today at the Rockefeller Plaza Galleries, where it will run through

April 20. Prize winners in the various classifications on display are as follows:

Color illustrations: medal award to Thomas M. Cleland for advertisement designed by Art Director Bradbury Thompson for Harris-Seybold-Potter Company, through Rogers-Kellogg-Stillson, Inc. Awards for distinctive merit to Francis Marshall for an advertisement designed by Art Director Albert F. Snyder for Elizabeth Arden, through Blaker Advertising Agency, and to Pierre Roy for an advertisement designed by Art Director Thomas H. Collard for Hawaiian Pineapple Company, Ltd., through N. W. Ayer & Son.

Black and white illustrations: medal award to Robert Riggs for advertisement designed by Wallace W. Elton for Felt & Tarrant Mfg. Company, through N. W. Ayer. Awards for distinctive merit to Yasuo Kuniyoshi for Hawaiian Pineapple advertisement designed by Thomas H. Collard, through N. W. Ayer, and to Leonard Lionni for a *Ladies' Home Journal* advertisement designed by Leon Karp, through N. W. Ayer.

Keppler Takes Color Award

Color photographs: medal award to Victor Keppler for American Tobacco advertisement designed by Joseph Hochreiter, through Lord & Thomas. Awards for distinctive merit to Marcel Olis for Sealtest advertisement, and to Paul Outerbridge, Jr., for Frankfort Distilleries advertisement designed by Herbert Bishop, through Young & Rubicam.

Black and white photographs: medal award to Edward Steichen for Eastman Kodak advertisement designed by William Strosahl, through J. Walter Thompson Company. Awards for distinctive merit to Remie Lohse for Agfa Anso advertisement designed by Robert E. Wilson, through Young & Rubicam, and to Edward W. Quigley for Beck Engraving Company advertisement designed by Ben Collins.

Continuities: medal award to Edwin Georgi for Yardley advertisement designed by Leon Karp, through N. W. Ayer. Awards for distinctive merit to James Williamson for General Foods advertisement designed by Gustave Sigriz, through Young & Rubicam, and to James Williamson for Gulf Oil advertisement designed by Fred S. Sergenian, through Young & Rubicam.

Magazine covers: medal award to Horst for *Vogue* cover designed by Dr. M. F. Ahga and Cipe Pinales. Award for distinctive merit to Louis-Maria Eude for an advertisement for *Town and Country*.

Display pieces and posters: medal award to Frederick Halpert for Centaur display poster, through Young & Rubicam. Illustrated by H. Armstrong Roberts.

Complete Advertising Design

Design of complete advertisements: mass magazine award to Jules L. Menghetti for Canada Dry Ginger Dry Ale advertisement illustrated by Frank Lemon, through J. M. Mathes, Inc.; class magazine award to Lester Beall for advertisement illustrated by Joseph Gering for Time, Inc.; through George Bijur, Inc.; trade publications award to Bert Ray for Abbott Laboratories advertisement, through Runkle-Thompson-Kovats; newspaper award to William A. Irwin for advertisement illustrated by J. W. McManigal for Curtis Publishing Company, through McCann-Erickson; booklet and direct mail awards to Lester Beall for Sterling Engraving Company booklet, and to Ted Sandler for Columbia Broadcasting booklet illustrated by William Golden and Rudolph Charles von Ripper.

The Barron G. Collier medal for the best car card went to Raymond A. Ballinger and Morris Berd for Philadelphia Savings Fund Society cards designed by Guy E. Fry, through Jerome B. Gray & Co.

The Kerwin H. Fulton medal for the best 24-sheet poster went to Albert Staehle for a Standard Oil of New Jersey poster designed by Paul Holder, through McCann-Erickson, Inc.

LOOK

FIRST QUARTER ADVERTISING

LINAGE GAIN 33.79%

January Increase 14.24%

February Increase 26.25%

March Increase 61.25%



As LOOK has become an increasingly important editorial force among an even larger number of American families, it has also become an increasingly valuable me-

dium for advertisers. The following is a list of advertisers appearing in LOOK during the first quarter of 1940 who were not in LOOK during the first quarter of 1939.

ADVERTISERS IN LOOK DURING FIRST QUARTER OF 1940 WHO WERE NOT IN LOOK DURING FIRST QUARTER OF 1939

ADVERTISER	AGENCY	ADVERTISER	AGENCY
Automotive		Pompeian Cream.....	Joseph Katz Co.
Champion Spark Plug.....	MacManus, John & Adams	Siroil Laboratories.....	Martin, Frank, Inc.
Electric Auto-Lite Co.....	Ruthrauff & Ryan, Inc.	Tums.....	H. W. Kastor & Sons Adv. Agcy.
General Motors Acceptance Corp.....	Campbell-Ewald Co., Inc.	Wildroot.....	Batten, Barton, Durstine & Osborn, Inc.
Motorola.....	Gourfain-Cobb Adv. Agcy.	Zemo.....	Erwin, Wasey & Co., Inc.
Studebaker.....	Roche, Williams & Cunnyngham, Inc.	Fashion	
Watch My Turn Signal Co.....	Paul Grant, Advertising	Fashion Frocks, Inc.....	The Keeler & Stites Co.
Food—Beverages and Grocery Products		International Shoe Co.....	Westheimer & Co.
Clapp's Baby Foods.....	Young & Rubicam, Inc.	Maiden Form.....	Arthur Rosenberg Co., Inc.
Knox Gelatine.....	Kenyon & Eckhardt, Inc.	Wohl Shoe Co.....	Roche, Williams & Cunnyngham, Inc.
Lever Brothers—Lifebuoy.....	William Esty & Co., Inc.	Publishers	
Nestle's Cocoa.....	Cecil & Presbrey, Inc.	Book Coupon Exchange... Schwab & Beatty, Inc.	
Nestle's Crunch Bar.....	Cecil & Presbrey, Inc.	Book of the Month Club... Schwab & Beatty, Inc.	
Old Dutch Cleanser.....	Roche, Williams & Cunnyngham, Inc.	Travel	
Pan American Coffee		Chicago, Milwaukee & St. Paul R. R.....	Roche, Williams & Cunnyngham, Inc.
Bureau.....	Arthur Kudner, Inc.	Miscellaneous	
Pepsi-Cola.....	Newell-Emmett Co., Inc.	Cadillac Vacuum Cleaners.....	Gross-Schoenwald, Inc.
Balston's Ry-Krisp.....	Gardner Advertising Co.	Carter's Ink.....	J. Walter Thompson Co.
Drug		Columbia Pictures.....	The Biow Co., Inc.
Alka-Seltzer.....	Wade Advertising Agency	Gillette Blades.....	Maxon, Inc.
Bauer & Black (Blue Jay).....	Ruthrauff & Ryan, Inc.	Health Ray Mfg. Co.....	Roberts and Reimers, Inc.
Castoria.....	Young & Rubicam, Inc.	Lewis Mfg. Company.....	Rolfe C. Spinning, Inc.
Dr. Hands Medicine.....	Benjamin Eshleman Co.	Magazine Repeating Razor.....	J. M. Mathes, Inc.
Dr. West.....	J. Walter Thompson Co.	National Radio Institute... Van Sant, Dugdale & Co., Inc.	
Ionized Yeast.....	Ruthrauff & Ryan, Inc.	Nu-Way Mfg. Co.....	Paul Grant, Advertising
Kremi.....	Erwin, Wasey & Co., Inc.	Paramount Pictures.....	Buchanan & Co., Inc.
Kurlash.....	Donahue & Coe, Inc.	L. C. Smith & Corona.....	Newell-Emmett Co., Inc.
Limit.....	C. L. Miller Co.	3-in-1 Oil.....	John F. Murray, Inc.
Lysol.....	Lennen & Mitchell, Inc.		
Modess.....	Young & Rubicam, Inc.		

Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

NAMES DON'T COUNT IN DESERT



"Ptomaine Tommy"

To the Editor: "Ptomaine Tommy!" What a name for a soft drink and light lunch stand! Yet, when you get down Arizona way and towns are far apart and roads are hot, you get really hungry and thirsty and names mean nothing.

As a matter of fact, Ptomaine Tommy has built himself quite a business in the small town of Buckeye, about 30 miles from Phoenix.

GEORGE E. BERGMAN.

Says Name Calling Doesn't Solve Case

To the Editor: Compliments to ADVERTISING AGE for covering the news on both sides of the current advertiser-consumer controversy! No man looks as black as the man you can't see. You are performing a real service by letting us see the other fellow.

It is easy for advertisers to dodge the issues of the day by scornful reference to "subversive elements" and easy to drown the issues in mutual admiration.

You, apparently, have enough faith in advertising to tell our "loyal opposition" to pour it on, and to listen while they do it. Better give yourself first prize in the contest for doing first what should be done first.

SETH W. JEWELL,
Commonwealth Edison Company, Chicago.

Looking Ahead

To the Editor: With a grateful retrospective glance at the fine volume of travel advertising we have carried from foreign countries now in trouble, we are running a series of editorial pages entitled "When Peace Comes, I Must See (England)."

Peace will come eventually, of course, and *The Instructor* expects to be one of the first magazines put right back on the advertising lists of all of these warring countries.

GEORGE V. RUMAGE,
Adv. Mgr., *The Instructor Magazine*, New York.

Good of the Order

To the Editor: We are enclosing two reprints from a new series of



ALLIED LABORATORIES, INC.

New campaign designed solely to increase good will among veterinarians.

advertisements recently started by our parent company, Allied Laboratories, Inc. The Panama Canal ad appeared in March veterinary journals, the Glanders copy will be run in April, and plates for May, featuring the fact that the passing of the hunchback is due to the elimination of milk contaminated by the tuberculosis bacilli, due to the eradication of tuberculous cows, are now in preparation.

The campaign is scheduled to continue for several years. Its purpose is to build good will among veterinarians, with the idea that the better the prospect likes the house the more welcome the salesman will be and the more sales he will make.

ERNEST COHN,
Pitman-Moore Company, Indianapolis.

"Executive Has Nothing to Do" Still Popular

To the Editor: We are informed by the Oakite Products of New York that there is a possibility that you might grant us permission to use a little article entitled "An Executive Has Nothing to Do."

We publish a small magazine for employes only, running about 500 copies every month or six weeks. It is not passed out to the trade and would not be used in advertising in any way which would be detrimental to your interests, we assure. We would appreciate it if we could have permission to publish this for this purpose.

J. H. VERNOR,
General Manager, Western Clock Company, Ltd., Peterborough, Ont.

[Editor's note: This piece, originally published in ADVERTISING AGE several years ago, has been reprinted hundreds of times. Permission to use it is always cheerfully given, the sole stipulation being that a copy of the reprint be forwarded to us.]

Burnt Mail Piece Sent After Fire

To the Editor: As a subscriber of long standing, I am taking the liberty of forwarding you an advertising piece which was distributed recently by Edw. Hine and Company, Inc., local printers and good friends of the writer.

The piece is practically self-explanatory, being a timely hook-up with a recent fire in their printing plant. I thought it was decidedly unusual, and Mr. Hine tells me, as I expected, that it has received a very considerable response.

You will notice how the fire idea is carried out in the border at the bottom of the envelope in which the mailing was made, depicting flames leaping up, and also in the charred edge of the folder, as well as by the reproduction of the newspaper clipping and the paste-on of the newspaper photograph showing the ruins inside a portion of the plant. The charred edge of the folder was accomplished, I understand, by stacking up the sheets and applying a blow-torch to the edge.

F. J. BOHL,
Alliance Life Insurance Company, Peoria, Ill.

First Contest Winner Turns Up in Texas

To the Editor: You may be interested to know that the undersigned, the first winner in the first ADVERTISING AGE essay contest for high school and college students, held in 1936, is still in the advertising business.

I believe the last time you heard from me I was with Botsford, Constantine & Gardner advertising agency on the Pacific Coast. I was transferred from their Portland office to Los Angeles shortly after. About a year and a half ago I decided I needed more selling experience and work in retail advertising, so joined the staff of the *Laredo Times* at Laredo, Texas. From the border I joined Mr. J. M. West's *Austin Tribune* when it was launched here on the first of last October.

Life on the *Tribune* has been quite hectic... there's plenty of excitement and never a dull moment... We had a daughter born at our house only 11 days after the first issue of the *Austin Tribune* hit the streets Oct. 1.

REINHART KNUDSEN,
Austin Daily Tribune, Austin, Tex.

Claims "First" in Retail Advertising

To the Editor: Enclosed is the first advertisement of a series in our spring newspaper campaign. It represents a radical departure from the



usual retail procedure and, for that reason, might be of interest to your readers.

We have taken a national advertising idea and applied it to a local fashion picture—i. e., we are using the "testimonial" technique in retail selling. Basically, this is an institutional type of advertising, but merchandise and price are mentioned in each ad of the series.

Each ad is a "customer portrait," representing the essence of interesting statements made to us by customers who, of course, must remain anonymous. And each of these ads projects a type of woman who trades at Blum's.

Although this type of promotion has been used repeatedly in national advertising campaigns, to my knowledge, it never has been done in the retail field. We feel this should create interest because of its novelty and new approach.

MARY P. SHARP,
Adv. Mgr., Blum's, Inc., Chicago.

Tain't Funny

To the Editor: A million others... perhaps more... besides myself belong to that unenvied group whose gnasheries are equipped with what their Michael Angelos tactfully call dentures. You can imagine—or do you belong?—how pleasant it is to be sitting in the bosom of one's family listening to the radio when the comedians pull those jokes about false teeth.

"Poor old pop," as the children refer to him, last week had to take it two nights running—Fred Allen on Wednesday followed by Baby Snooks on Thursday. Why can't they lay off and pick on the blind for a while? Or on those with both feet cut off?

POOR OLD POP.

MAKEUP MAN HELPS CAUSE ALONG

the operation of 17 illicit stills in Rockland and Orange counties.

Beard-Trim Marks Man's 104th Birthday

PLACERVILLE, March 11. (AP) Frank Coster Sr. celebrated his 104th birthday today by having his long white beard trimmed by one of his five sons. Coster says he was born in St. Maria, Portugal, March 11, 1936, and came to the United States as a youth. He has lived at near-by Pilot Hill for 36 years.

FOOLISH



It's foolish not to seek prompt relief from a cough due to a cold. Get Smith Bros. Cough Drops. Two kinds—Black or Menthol, 5¢. Smith Bros. Cough Drops are the only drops containing VITAMIN A. Vitamin A (Carotene) raises the resistance of mucous membranes of nose and throat to cold infections, when lack of resistance is due to Vitamin A deficiency.



However, some readers of Advertising Age discovered a typographical error in the story adjoining the Smith Brothers copy.

Lynx-Eyed Reader Demands New Deal

To the Editor: After reading how the make-up man helps the cause along (ADVERTISING AGE, March 25) I learn that my nephew, who was born April 25, 1936, can claim to be 104 years old—or should have been born in Portugal to take advantage of this new deal in arithmetic.

W. A. BROWN,
Chicago.

Students Witness Birth of Campaign

To the Editor: The Wharton School classes of the University of Pennsylvania, including 300 students, paid their annual visit to the Ayer Building April 3. Under the leadership of Dr. Howard Hovde, the students have been coming in for the past ten years for a demonstration on the building of an advertising campaign, conducted by members of the Ayer organization actively concerned with each of the various steps.

This year's demonstration revolved around the evolution and development of a hypothetical honey campaign, from the time a lone farmer got a "yen" to sell some honey back in 1870 to the present-day Honey Marketers of America. In the building up of the hypothetical industry, all the problems of planning, merchandising and advertising that are met with in real business were encountered.

The whole show ended with the classes adjourning to the printing

department where they saw the presses running off proofs of the advertisements they saw constructed, step by step.

J. H. BREIEL,
N. W. Ayer & Son, Inc., Philadelphia.

Interested in Contest

To the Editor: I understand you are sponsoring a contest for the purpose of determining the "best approach to the consumer movement problem," the intent being to improve relationships between advertisers and consumers. Kindly send me complete information concerning this contest. I am also much interested in knowing if it is your intention to publish a compilation of all of the proposals suggested in this contest. I am sure that all who are specializing in the field of consumer problems will be enthusiastic about such a compilation. I am specializing in this field and if you are anticipating such a publication, I want to be sure and get a copy.

W. LOU TANDY,
Professor of Economics, Eureka College, Eureka, Ill.

Congratulations

During 1940 over 350,000 mothers of new babies will receive CONGRATULATIONS as their hospital's gift.

'RFD 1020'

What is 'RFD 1020'?
A top-notch farm show broadcast by KYW six days a week, at 6 to 7 A.M., Monday thru Saturday.

Where is 'RFD 1020' Heard?
It serves an immensely rich agricultural area containing 571,800 rural radio families—more than live in IOWA and MINNESOTA combined!

What does 'RFD 1020' Cost?
Your participation every day in the week (Sunday excepted, of course) costs only \$81 per week.

Who are 'RFD 1020' Advertisers?
Since Jan. 1st... such fine accounts as E. I. du Pont, Wene Baby Chicks, Allis-Chalmers, Olson Rug, Mentholatum, Flex-o-Glass Company, Kemp's Balsam, A.H. Hoffman Seeds.

KYW "the RED network station in PHILADELPHIA"

NATIONAL BROADCASTING COMPANY

Amateur Chefs to Show Skill to Women of Philly

Philadelphia, April 4.—Something new in the way of cooking schools will be held here next month by Philadelphia Electric Company when it stages the first such event put on entirely by men. Four shows will be given May 14-16, with four he-men from the Society of Amateur Chefs giving recipes for and actually cooking "foods that men like." The tie-up is considered a natural by the sponsor since most women's cooking is designed to please men.

Philadelphia Electric expects to spend \$2,700 in advertising the school in newspapers, through dealer displays and in direct mail to the utility's 550,000 customers. Nationally advertised food products will be used and mentioned by name on the program.

The cast of cooks from the society will include Ben Invin Butler, former agency man who is now executive director of the group of men who dabble in the kitchen, as master of ceremonies; Rube Goldberg, cartoonist; Tony Sarg, artist and puppeteer, and William Rhode, man-about-Manhattan and author of "Of Cabbages and Kings."

If the school proves as successful as is expected by Clara Zillessen, advertising manager, similar events will be staged by other utility companies. A delegation from Edison Electric Institute will come to Philadelphia to see the show.

The Society of Amateur Chefs has been featured in magazine advertising by the Joseph Schlitz Brewing Company and Taylor Wine Company.

Mississippi Okays Textbook Advertising

The Mississippi board of education is authorized to sell advertising space on the protective covers of free textbooks by a law just passed by the state senate. Governor Paul B. Johnson is expected to sign the measure.

Opponents of the bill were unsuccessful in offering amendments providing for "a folding pocket to give space for a package of aspirin and a small bottle of castor oil," and a "section where loose-leaf comic strips could be inserted from week to week."

Crosley Elects Two

James D. Shouse, vice-president and general manager of the broadcasting division of Crosley Corporation, Cincinnati, and Raymond C. Cosgrove, recently named vice-president of the manufacturing division, have been elected to the board of directors.

Moore Heads Office

Bill Moore, formerly in charge of Tom Fizdale's Hollywood publicity office, has been appointed manager of the Hollywood radio office of Wm. Esty & Co., succeeding Joe Donahue, resigned.

Nichols Heads Club

R. B. Nichols, secretary of the Bantam Bearings Corporation, South Bend, Ind., has been elected president of the Merchandisers Club of Saint Joseph Valley, South Bend. Other officers are C. A. McDonald, first vice-president; Clayton Butterfield, second vice-president, and J. F. Oehlhoffen, secretary.

New Accounts to Wales

New accounts of Wales Advertising Company, New York, include Lake Placid Inn, Lake Placid, N. Y.; Monument Inn, Old Bennington, Vt.; The Bianca Shop, operating gift stores in Bermuda, Miami, and Marblehead, Mass., and Bridgeport Bronze Marine Paint Company, Milford, Conn.

Child Safety Super Market Goal in New Contest

Philadelphia, April 4.—Twelve Giant Tiger super markets in this area are feeling the favorable impact of a new prize contest which is winning praise from leaders in all walks of life. In cooperation with safety officials, Giant Tiger offers \$5 food baskets each week to the 50 drivers noted as having observed every precaution when passing schools.

The initiation of the new contest followed a series of serious accidents to school children which caused a public demand for more

adequate protection. The super market employs "safety scouts" who check school zones at noon and 3 p. m., the hours when the children are on the streets. They note the license numbers of motorists who drive slowly past schools, give children the right of way and exhibit any other unusual courtesy.

Registration numbers of the winning cars appear in the chain's full page newspaper advertisements. The winners can get their baskets at any Giant Tiger market by displaying their cards.

Opens Los Angeles Office

Gardner Displays, Pittsburgh, has opened a Los Angeles office with James L. Adler in charge.

Kennedy Joins Raymond

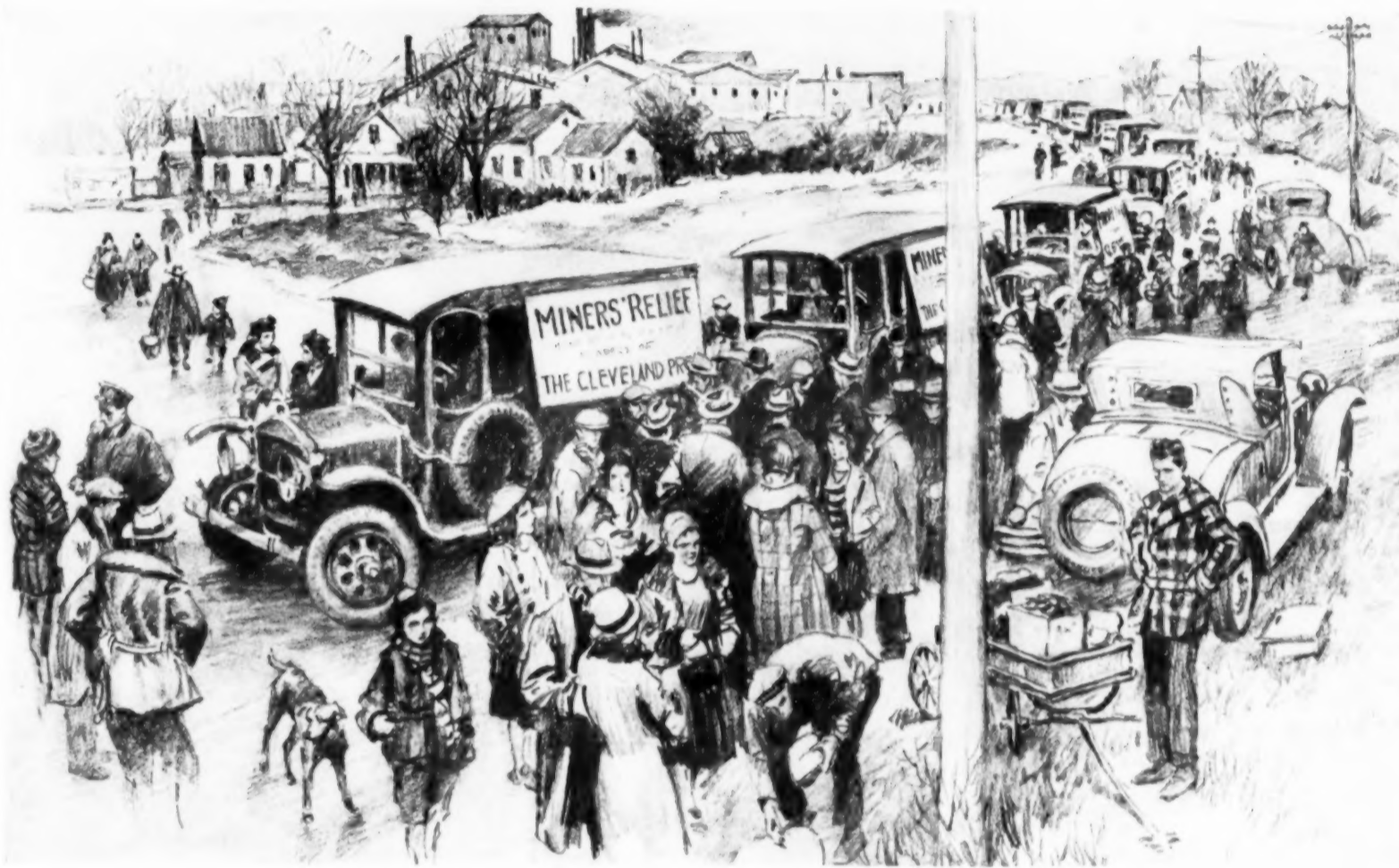
Harry F. Kennedy has joined the L. Raymond Company, Los Angeles, as production manager. He was formerly with the Advertising Counsellors, Phoenix.

Glasser Adds Williams

Chester Williams has joined Glasser Advertising Agency, Los Angeles, as production manager and radio time buyer. He was formerly with N. W. Ayer & Son, San Francisco.

Crawford Joins Duffy

T. R. Crawford, formerly account executive with The Fensholt Company, Chicago agency, has joined the copy department of Jim Duffy, Inc., Chicago.



"You didn't ask if we were right: you asked if we were hungry"

—[FROM A LETTER TO THE CLEVELAND PRESS]—

In 1928, there was a coal mine strike which centered around the village of Byesville, Ohio—way beyond the territory of The Press, and really no concern of a great metropolitan paper printed 120 miles away. The strikers were not Press readers. The Press owed no duty to the mine owners, the management, or the workers.

But word trickled through that women and children were cold and hungry. That children could not go to school because they had no shoes. Suffering like that was rare in 1928. At no time does it belong in the American scene. So The Cleveland Press investigated, verified, learned particulars. Press reporters found the sizes of shoes and clothing required by the neediest. Then The Press went into action. So did the people of Cleveland.

The following Sunday twenty newspaper delivery trucks of The Press ended the misery of the strikers. Canned food, warm clothing, sound shoes, given gladly by the readers of The Press, were distributed to the sufferers.

In any labor trouble, a newspaper is forced to take sides. Sometimes The Press sides militantly with the strikers, and just as often with the management. And sometimes, when right suddenly becomes wrong, The Press changes sides. No power, influence, or threat against circulation or advertising revenue has ever affected its position.

But when widespread suffering enters the picture, it becomes a question of humanity rather than a question of right. Because The Press is humane, it has *Power—power to do good; power to move goods.*



THE MINERS' RELIEF CARAVAN illustrates dramatically how completely the spirit of The Press permeates its entire organization and also its readers.

THE REPORTERS said we should do something. The management said we will. The editors worked up the appeal. The circulation department turned its entire distributing force into a collecting agency. And the truck drivers volunteered to a man. They worked overtime every night of the drive. They gave up their precious Sunday. They lost two nights' sleep. They tugged and hauled and did the heaviest possible work without thought of reward, to help people who could never do anything in return—not even buy a copy of their paper.

THE FIRE HOUSES throughout the city became collecting depots. And the people of Cleveland gave generously and promptly because they knew and were part of the spirit of The Press. When The Press asks for help—no matter what the cause—the people of Cleveland always respond.



The Cleveland Press

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS-HOWARD NEWSPAPERS, 230 PARK AVE., NEW YORK

Chicago San Francisco Memphis Detroit Philadelphia

MEMBER OF THE UNITED PRESS... OF THE AUDIT BUREAU OF CIRCULATIONS... AND OF MEDIA RECORDS, INC.

A Complete

LETTER SERVICE

Small and large users of Direct Mail will find our prices and service to be to their advantage.

ILLINOIS LETTER SERVICE

216 Institute Place
Chicago, Illinois
Delaware 3244

Statler Links Hotels by Use of 'Double Picture'

New York, April 3.—A novel twist in hotel advertising is being offered by Hotels Statler Company in a new campaign designed to link more closely the promotion done by the chain itself with that of the Hotel Pennsylvania, operated by Statler.

The new drive, which has just started in *Collier's* and *The Saturday Evening Post*, is unusual in that the same illustration is used in a one-column Hotel Pennsylvania insertion as appears on the facing page in full-page copy for the whole Statler chain. The same practice will be continued in subsequent insertions, scheduled to appear once a month on a year-round basis.

The campaign is the first to be prepared by Young & Rubicam, recently appointed to handle the entire account. Previously, separate agencies directed promotion of the chain as a unit and of the Hotel Pennsylvania alone.

Copy Ties Up

The first insertion for the chain pictures a carefree bachelor who is in no hurry to get married because he has become accustomed to the luxuries offered by Statler hotels. The headline is "The Man Who Laughed at Marriage." Across the page, a reproduction of the same picture is explained by the caption: "The man who is laughing at marriage on the opposite page knows that the Hotel Pennsylvania is the Statler hotel in New York."

Subsequent copy in the Statler series will dramatize some of the features of Statler service men-

Congratulations

Only hospitals which have been approved by the American College of Surgeons are eligible to distribute CONGRATULATIONS.

FAMILY CIRCLE DRAWS CLOSER



The man who laughed at marriage



tioned in the initial insertion, including Statler research kitchens, the cleanliness of the hotels and their made-to-order beds.

Spence Leaves NAB; Arney Appointed

Edwin M. Spence, secretary-treasurer of the National Association of Broadcasters, has resigned, effective May 1. Mr. Spence, Stanley Horner and Dyke Cullum have applied for a license to operate a full time radio station in the District of Columbia.

C. E. Arney, public relations director of KMO-KJR, Seattle, has been appointed to the newly-created post of assistant to the president, Neville Miller. Mr. Arney is expected to be appointed secretary-treasurer at the next meeting of the NAB board, succeeding Mr. Spence.

Made Vice-Presidents

J. D. Fletcher, export sales manager, and T. R. Farley, assistant to the president, have been elected vice-presidents of Caterpillar Tractor Company, Peoria, Ill.

Mrs. Roosevelt on Air for Sweetheart Soap

New York, April 2.—Adding another chapter to her activities in the field of advertising, Mrs. Franklin D. Roosevelt will bow on April 30 as a radio commentator sponsored by Manhattan Soap Company for Sweetheart soap. Her talk will be aired on Tuesday and Thursday from 1:15 to 1:30 p. m. for 26 weeks on a combined Red and Blue network of about 50 stations of the National Broadcasting Company.

Mrs. Roosevelt's talks in behalf of Sweetheart soap will be supported by an extensive newspaper campaign, to begin the week before the program is launched. Radio and women's pages in more than 60 newspapers throughout the country will be used.

Franklin Bruck Advertising Corporation handles the account.

Other advertising performances of the President's wife have included radio talks sponsored by Pond's Extract Company, an essay promoting Samuel Goldwyn's "Stella Dallas," both in 1937, and a testimonial in behalf of the cooperative campaign of the commercial aviation industry last October.

Other New Programs

R. J. Reynolds Tobacco Company will present a comedy program starring Al Pearce, currently sponsored by another advertiser, on May 3 in behalf of Camel cigarettes. With his "gang," the comedian will broadcast on Friday from 7:30 to 8 p. m. over 96 stations of the Columbia Broadcasting System. William Esty & Co. is the agency.

American Oil Company has renewed Edwin C. Hill's "The Human Side of the News," effective April 29. The daily broadcast is heard from 6:05 to 6:15 p. m. over 49 CBS stations. Joseph Katz Company directs the account.

Procter & Gamble Company will shift "Professor Quiz" from Friday night to Tuesday from 9:30 to 10 p. m. beginning April 30, to accord with daylight saving time. The program, in behalf of Teel and Drenc, is aired on 51 CBS stations. H. W. Kastor & Sons Advertising Company is the agency.

Philip Morris & Co., Ltd., will switch its musical program, featuring Johnny Green and his orchestra, from an NBC Blue network to a CBS network of 35 stations on May 5. The show, in behalf of Philip Morris cigarettes, will be heard Sunday from 8:30 to 8:55 p. m. Biow Company is the agency.

Eversharp, Inc., will launch a new quiz show, "Take It or Leave It," for its pens and pencils on April 21. With Bob Hawk as master of ceremonies, the program will be aired on Sunday from 10 to 10:30 p. m. on 28 CBS stations. Biow Company directs the account.

Ramsay Joins Franklin

Walter Ramsay has resigned from Buchanan & Co., New York, to join Franklin Industrial Service.

Crowell-Collier Publishing Co. Nets \$1,630,765

New York, April 3.—The Crowell-Collier Publishing Company, formerly the Crowell Publishing Company, reports a net income for 1939 of \$1,630,765, compared with a net income of \$1,246,139 for 1938. The report covered the total business of the company and its subsidiaries.

Packard Motor

Net profit of \$545,867 was reported for 1939, compared with net loss of \$1,638,317 in 1938.

Standard Oil of Indiana

Estimated net earnings for 1939 totaled \$34,142,642, compared with \$27,771,976 in 1938 and \$55,950,784 for 1937.

Armstrong Cork Company

Consolidated net income for 1939 was \$4,485,009 on net sales of \$50,713,436, compared with a net income of \$1,150,795 in 1938 on net sales of \$37,297,363. A 1940 advertising campaign in general consumer magazines, business and architectural publications, as well as continuance of a special radio program, was announced in the annual report.

Kimberly-Clark Corporation

Net earnings of \$2,651,365 were reported for 1939 on sales of \$27,861,359, an increase of 4.92 per cent over sales of \$26,555,730 for 1938.

Int. Business Machines

Net income of \$9,092,692 was reported for 1939, compared with \$8,660,033 for 1938.

Greyhound Corporation

Net income of \$6,562,802 was reported for 1939 from operating revenues totaling \$55,989,765, compared with net income for 1938 of \$5,655,748 from operating revenues of \$49,826,784.

Distillers Corp.—Seagram

Net profit for six months ended Jan. 31, 1940, was \$5,930,008, compared with \$4,248,766 for the six months ended Jan. 31, 1939.

Coty, Inc.

Net profit for 1939 was \$937,610.

General Motors

Net income for 1939 was \$183,290,222 from net sales of \$1,376,828,337, compared with net income for 1938 of \$102,190,007 from net sales of \$1,066,973,000. Total unit sales of passenger cars and trucks from

all sources were 1,727,086 in 1939, compared with 1,307,749 in 1938.

Paramount Pictures

Estimated earnings for 1939 were \$3,870,000, compared with earnings for 1938 of \$4,105,675.

Valspar Corporation

Net profit for 12 months ending Feb. 29, 1940, was \$256,104, compared with \$82,167 for the previous year.

Twentieth Century-Fox

Earnings for 1939 were \$4,146,813, compared with \$7,252,466 for 1938.

Chesapeake & Ohio

Earnings for 1939 were \$26,211,568, compared with \$20,192,650 for 1938.

Cannon Mills

Net income for 1939 was \$3,595,536, compared with \$2,277,580 for 1938.

Wesson Oil & Snowdrift

Net profit of \$1,305,635 was reported for six months ending March 2, 1940, compared with a net profit of \$18,822 for the six months ending Feb. 25, 1939.

"Chicago Tribune" Has Comic Magazine

The *Chicago Sunday Tribune* launched a small-size supplement March 31 called a "Comic Book Magazine." Such features as *The Drums of Fu Manchu*, *Overland with Kit Carson*, *Old Doc Yak*, *Dill and Daffy*, *Bobby Make-Believe* and *Spooky* are printed in color in miniature size. The *Fu Manchu* and *Kit Carson* strips use the photo technique.

This magazine is printed in addition to the regular size comic pages in color. It is delivered folded with instructions to slit the tops of the pages to give a book effect.

Eight NRDGA Groups to Meet June 17-20

Eight groups of the National Retail Dry Goods Association will join in a 1940 mid-year convention at the Palmer House, Chicago, June 17-20.

Only the credit management division will diverge from these dates, meeting in Cleveland May 27-29, to avoid conflict with the National Retail Credit Association meeting in June.

MAILING SERVICE

Multigraphing — Filling-in Addressing - Mimeographing
THE LETTER SHOP, Inc.
 440 So. Dearborn St. Wabash 8656
 CHICAGO

THREE "HIGHS" AND ONE "LOW" TO CONSIDER



Started 1933 Member CCA

WHILE SELECTING PUBLICATIONS TO REACH OPERATING MEN IN ALL INDUSTRIES DURING 1940

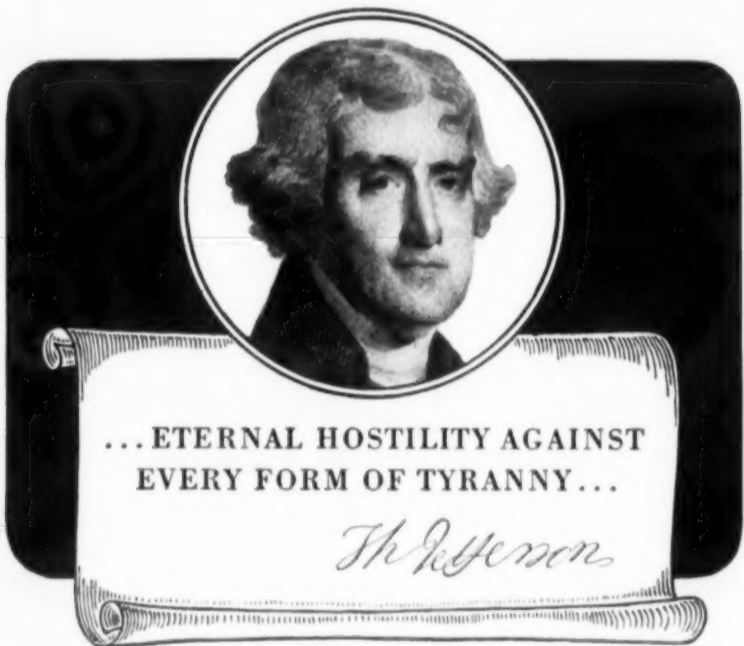
HIGHEST IN CIRCULATION. . . reaching 52,023 active plant operating men in all industries . . . all at their request.

HIGHEST IN DIRECT EVIDENCE OF ADVERTISING EFFECTIVENESS by a wide margin producing more results than any publication of similar distribution . . . because used by operating men to look for current needs.

HIGHEST IN NUMBER OF ADVERTISERS. . . leads the field by a wide margin . . . (more than 450 using the April issue).

LOWEST IN ADVERTISING COST. . . standard effective representation costs only \$79 to \$85 a month.

DETAILS?—WRITE FOR THE "IEN PLAN" FOR CONSIDERATION IN 1940 SCHEDULES
THOMAS PUBLISHING CO., 461 Eighth Ave., New York



UPON THIS RESOLVE ARE THE AMERICAN NATION AND THE AMERICAN LEGION BUILT!

ONE million Legionnaires, leaders of their communities, jealously guard this country's most precious heritage... the AMERICAN way of life. And each month, to each one of them, comes *The American Legion Magazine*... a magazine owned, operated, and published by their fellow Legionnaires and dedicated to those principles for

which the Legion fights untiringly. To industry *The American Legion Magazine* offers a market of one million men who are working to preserve that spirit of free business enterprise which built this nation's commerce, men who earn twice the national average... a reservoir of *Legionpower*, BUYING power, totaling 2½ BILLION DOLLARS annually.

The American LEGION MAGAZINE

We welcome the opportunity to show a presentation demonstrating Legion activities and purchasing power.
 Offices: NEW YORK, CHICAGO, ATLANTA, LOS ANGELES

New York Votes \$100,000 to Win Fair Motorists

Albany, April 4.—The New York State legislature proved itself highly conscious of the value of advertising by passing two bills appropriating a total of \$400,000 for this purpose. Of this sum, \$300,000 will be used for a continuation of the state drink-more-milk campaign, while the other \$100,000 will represent a bid for diversion of traffic to the New York World's Fair.

The Mahoney-Wright bill originally asked for \$200,000 for a general advertising program for state attractions. The amount was halved before the bill got through the legislature, and what was left was specifically earmarked for routes-to-the-fair summer promotion. This apparently means that the Bureau of Publicity, established in 1935 to exploit the state's attractions, will cease functioning Oct. 30, when the fair closes.

Last year the legislature voted \$200,000, part of which was spent through the Barlow Advertising Agency, Syracuse, for winter sports promotion. Much of the new \$100,000 appropriation will be spent in the Middle West, in an attempt to overcome its much advertised apathy to the fair. Newspapers and posters will be the chief media.

Mercury Agency Gets Bat'a Account for United States

Baltimore, Md., April 2.—Edward F. Perotka, head of the Mercury Advertising Company of Baltimore, has been selected to handle advertising in the United States for the Bat'a Shoe Company, Belcamp, Md. The Bat'a Shoe Company, a \$300,000,000 concern, announced the appointment today.

Details of the contract were discussed following a conference between Jan Bat'a, head of the worldwide shoe empire; Louis Gerbec, managing director, and Mr. Perotka.

This was the first indication that Mr. Bat'a was going to make good on the statement made when he first arrived in Baltimore: "We are planning to advertise our American-made shoes in the American way."

The company is beginning to establish retail outlets in many new cities, particularly those within easy reach of Baltimore. Each of these outlets is a modern, up-to-date store, built in the latest style and with the utmost modernity of interior and exterior. They are Bat'a owned and operated stores, the plan being to give the retail consumer direct factory-to-user service.

Ayer Office Expands

N. W. Ayer & Son, Inc., has enlarged its Chicago office in the Field bldg.

Typography Judges Named

Judges for the 10th annual exhibition of newspaper typography, sponsored by N. W. Ayer & Son, Philadelphia, will be Kent Cooper, general manager, Associated Press, New York; Homer Sterling, Carnegie Institute of Technology, and John F. Cuneo, president, Cuneo Press, Chicago. Entries for the exhibition, to be held in May, must be received by April 22.

Vaughn Joins Sagamor

Ralph Vaughn, former Eastern district sales manager for Schick Dry Shaver, Inc., has joined Sagamor Metal Goods Corporation, New York, as vice-president in charge of sales.

Advertising Mandatory in Furrier's Lease

Chicago, April 3.—A lease executed by Russeks-Fifth Avenue, Inc., furrier, for a Michigan avenue site contains a clause stipulating that a percentage of the gross sales must be spent each year for advertising. This is tied up with the total rental, which also hinges on the amount of gross sales.

Percentage for Advertising

The 10-year lease provides that 10 per cent of the gross sales must be spent on advertising the first year and 7 per cent for each of the

following nine years. The minimum guaranteed yearly rental is \$301,333 plus four per cent of all annual gross sales in excess of \$640,000.

Estimate Expenditures

It is estimated that the annual gross sales will be at least double \$640,000, which would mean \$130,000 for advertising the first year and about \$90,000 each year for the balance of the lease. The property, formerly occupied by the Tobey Furniture Company, is at the corner of Michigan avenue and Lake street. Representatives of the Continental Illinois National Bank and Trust Company, Chicago, conducted negotiations for the lease for the managing conservator of the estate of Stanley McCormick.

Elect Blatt President

John Blatt, Oklahoma Publishing Company, has been elected president of the Oklahoma City Advertising Club, succeeding George Knox, Jr. Other officers are: Howard Austin, sales production manager, C. R. Anthony Company, first vice-president, and Robert L. McCormick, vice-president, Oklahoma Paper Company, second vice-president.

Appoints Goldman

Commonwealth Mutual Insurance Company of America has appointed I. A. Goldman & Company, Baltimore, to handle its advertising. Newspapers, direct mail, magazines and radio will be used. The company specializes in hospitalization insurance.

It's SPRINGTIME the year 'round on San Francisco's streets. Colorful and picturesque sidewalk flower stands lure shoppers with waxy gardenias for a dime; two dozen daffodils for a quarter!

San Francisco shoppers depend on The Call-Bulletin for store news. Not only is it **FIRST** among San Francisco daily newspapers in Department Store Advertising, but also in Total Retail and Total Display. Northern California's largest evening newspaper can attract more shoppers to YOUR product, too.

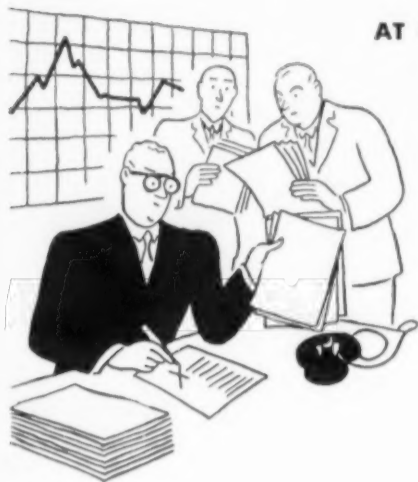
San Francisco
CALL-BULLETIN
 The **NUCKET** Paper in a **GOLDEN** Market
 Represented Nationally by Paul Block and Associates



**PHOTO-ENGRAVERS
 IN CHICAGO**

GREAT AMERICANS AT HOME

NO. 6—MEDIA DIRECTOR



AT OFFICE

BREAKS DOWN FEMALE GAZETTE CIRCULATION BY INCOME BRACKETS... CROSSES AMERICAN HOME OFF LIST... SAYS: "WOMEN DON'T READ MAGAZINES WITHOUT FICTION"...



AT LUNCH

ASTOUNDS CLIENT BY QUOTING STATISTICS ON SLIDERULE, PA., MARKET... GETS OFF FUNNY STORY PROVING HE KNOWS WOMEN'S READING HABITS BACKWARDS



AT HOME

WIFE USES HIS COPY OF AMERICAN HOME TO BRING UP SUBJECT OF NEW CAR... GOES TO BED DECIDING TO PUT AMERICAN HOME BACK ON LIST... BUY WIFE NEW CAR... SURE, FICTION IS IMPORTANT



BUT—

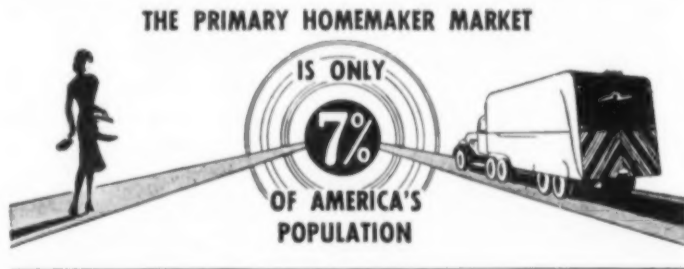
—It's Living that Really Counts..

... and the fun of living is not confined to those who commute in club cars. Whether you are selling automobiles or baby carriages, the market that really counts is made up of people with the desire and the wherewithal to buy. The American Home magazine—with its editorial pages and advertising devoted exclusively to ideas on living—today offers to both men and women more usable ideas than any other magazine... has gained over a million and a half new readers since 1933.

... Seems like a profitable market-place in which to tell your story and show and sell your wares...

Among major magazines, The AMERICAN HOME today is FIRST in percentage of:
 ... reader-families with incomes over \$20 a week*
 ... editorial lines (actual) on homemaking
 ... homemaker readers per reader-family*
 ... circulation in Metropolitan Suburbs
 At a Mass Rate for Selective Selling!

Among major women's and home-service magazines, The AMERICAN HOME is FIRST in percentage of:
 ... total men and women readers per reader-family*
 ... reader-families with executive and professional family heads*
 ... circulation in Metropolitan Markets
 *Starch, 1939



THE PRIMARY HOMEMAKER MARKET

Over 1,850,000 Families live by

The AMERICAN HOME

THE MARKET-PLACE FOR IDEAS ON LIVING

Getting Personal

George Hartford, advertising director, Chicago Daily News, was made honorary chief of the volunteer fire department of French Lick Springs, Ind., the other day, being designated in the attendant ceremony as "a fire eater of extraordinary renown," among other virtues. . . Who should win a copy of the book, "So You're Going to Sell," as a Sales Executives Club of N. Y. attendance prize but R. S. Agee, s.p.m., Association of Gas Appliance & Equipment Mfrs., who hopes the title is prophetic for his business. Author of the book is Donald B. Tansill, v.p. & g.s.m., Pepperell Mfg. Co., and the SEC speaker of the day. . .



George Hartford

Chester Bowles, board chairman of Benton & Bowles, has left on a cruise to Bermuda aboard his own yacht, "Nordlys," a 72-foot schooner. It is his fifth consecutive annual cruise to the Coral Islands. The party includes the missus, four guests, a professional sailor and a cook. One of the guests is Alfred Stanford, v.p. of Compton Advertising. . .

A. C. Monagle, v.p., Standard Brands, Inc., heads the grocery division for the Greater New York Fund. Currently, his arthritis is bothering him and he is hobbling around with a cane. . .

Robert D. Work, Jr., copy dept. mgr. at Young & Rubicam, has bought a three-acre estate at White Plains. Included is a 12-room house which boasts four baths. The property used to belong to Perry D. Saylor, formerly president of Canada Dry Ginger Ale, Inc. . .

R. D. Lunn, v.p., Woodyard Associates, has revealed his engagement. A hotshot golfer is Lunn, having once held the amateur championships of the District of Columbia and the state of Maine. . .

E. A. Schirmer, Detroit mgr., Crowell-Collier Publishing Co., reports a busy St. Patrick's Day weekend in his office. First, Jack Henderson, veteran publishers' rep in the motor territory who sells for Collier's, acquired a wife Friday night. On Sunday, Arden Yinkey, Jr., who also toils for Collier's, became the father of an eight and one-half pound son. . .

Sam Malamud, art director in the Buenos Aires office of McCann-Erickson and a member of its original staff, is visiting the U. S. for the first time. He's combining business with pleasure by studying American advertising methods while vacationing. He will return in May. . .

Fred N. Thrower, Jr., NBC salesman, won the Canice Mahoney Memorial Trophy for his horsemanship. He is a member of the 101st Cavalry unit. . .

Muriel Haynes, who supervises commercial radio copy at Compton Advertising, discussed opportunities for women in radio before a recent meeting of Theta Sigma Phi, women's professional journalism fraternity. . .

Ed Hobler, son of Atherton Hobler, Benton & Bowles prexy, has revealed his engagement. Now a law student at the University of Virginia, young Hobler carved out quite a campus career at Princeton. He played varsity basketball for three years, was president of the senior class and of the student council, and was awarded a medal as the member of his class making outstanding contributions to the class and the university. . .

The hosses at the B-Bar-H guest ranch, Palm Springs, Cal., are getting an earful of the latest publishing chatter from M. Lincoln Schuster, of Simon & Schuster, who is spending his annual winter vacation there and plans to stay until the close of the season. . .

Easter Sunday was a sombre day for Robert D. Wheeler, assistant to the sales manager of Curtis Publishing Company, Philadelphia, and Mrs. Wheeler. Flames started by a spark on a dry shingle roof and whipped by a strong wind, damaged their Landsdowne suburban home. Mr. and Mrs. Wheeler carried their children, Robert, 3, and Barbara Gay, 6, to safety. The fire damage was estimated at \$5,000. . . The home of John N. (Billy) Bailey, Cincinnati, director of Radio Station WLW news room, also suffered several hundred dollars worth of fire damage recently when it is believed a spark from a cigaret ignited an overstuffed chair. . .

Bob Nelson of Robert Nelson Enterprises, Columbus, O., publisher, apprised friends of his recent marriage to Marg Gammon by means of a cartoon strip which depicts "The Sentence," a scene enroute to Miami, "(Honey) moon in Miami, Fla.," and, finally, "Back Home in Columbus Mar. 9" with the welcome sign out at their temporary residence, 1721 N. Fourth street. . .

Mrs. Conger Reynolds, wife of the director of public relations of Standard Oil Company of Indiana, entertained members of the department at a surprise party in honor of their chief's birthday at the Reynolds homestead. . .

When Perrin B. Root, of Root-Mandabach Advertising Agency recently returned to Chicago from a vacation in Florida, his partner, Paul J. Mandabach, greeted him with the information that the agency had added six new accounts. . .

Keith J. Evans, a.m. of Inland Steel and Jos. T. Ryerson, achieved a life-time ambition recently when he landed a tarpon on the South coast of Cuba. It was a 44-pounder and Mrs. Evans landed a 6-foot sailfish off Palm Beach a few days later. . . Wally Evans, head of Evans Associates, Chicago agency, and Keith's brother, has returned from a Florida vacation spent on Treasure Island, near St. Petersburg. Stuart G. Phillips, a.m. of Dole Valve Co., Chicago, made the trip with Wally. . .

Two Chicago publishing executives who are absorbing Florida sunshine at present are Scranton Gillette, Gillette Publishing Co., and B. C. Bowen, Western manager of Boot & Shoe Recorder. . . Frank J. Wood, of Burnet-Kuhn, Chicago agency, has been playing in mid-summer form over the long Pasadena golf course at St. Petersburg. . .

Douglas C. McMurtrie of the Ludlow Typograph Company, Chicago, has added to his list of honors and awards as a printing authority, a nifty little prize won on the "Crazy Quiz" program of WGN, Chicago. . . A. Joseph Hofer, art director of American Colortype, also upheld the dignity of the printing profession by annexing one of the cash prizes on the Prof. Quiz program during the latter's visit to Chicago. . .

Network Sales for Month, Quarter Topple Records

New York, April 2.—Business continued to boom with radio's three national networks in March, according to statistics compiled by Columbia Broadcasting System, Mutual Broadcasting System and National Broadcasting Company which revealed a record-breaking month and first quarter.

Combined billings for all three in March amounted to \$8,208,327, representing a 10.9 per cent increase over the corresponding 1939 figure of \$7,403,512. For the first quarter of this year, the combined total was represented a 16.8 per cent gain over the comparable figure of \$898,659 for 1939.

CBS billings for March were \$3,513,170, up 20.1 per cent from March, 1939, when the total was \$2,925,684. First-quarter billings were highest in CBS history, amounting to \$10,419,743, a 28 per cent gain over the 1939 figure of \$8,141,283.

Mutual enjoyed both its greatest March and its greatest first quarter. Billings last month were \$390,813 for a 27.3 per cent gain over March, 1939, when the total was \$306,976. First-quarter business of \$1,046,191 represented a 16.8 per cent gain over the comparable figure of \$898,659 for 1939.

NBC also established new highs for both the month and the quarter. Its March billings of \$4,304,344 were up 3.2 per cent over last year when the total was \$4,170,852. NBC's first quarter business reached \$12,841,636, a 7.4 per cent gain over last year's \$11,953,447.

"Painless Parker" Bows

Newspaper space, car cards and window displays are being used by McCann-Erickson, Inc., in a test campaign in San Diego, Cal., introducing Painless Parker tooth powder and tooth paste for the Associated Dental Supply Company, San Francisco.

Six Join MBS

Six stations of the Mason-Dixon radio group in Pennsylvania and Delaware have become affiliated with the Mutual Broadcasting System. They are: WILM, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WKBO, Harrisburg, Pa.; WEST, Easton, Pa.; WORK, York, Pa.

Shirt Account to McC-E

Hirschberg Tejedos, S. A. Arg. Commercial e Industrial, textile house of Buenos Aires, has appointed the local office of McCann-Erickson to direct advertising of its Brunel shirts in Argentina.

Kupsick Agency Expands

J. R. Kupsick Advertising Agency has moved to larger quarters in the Chanin building, 122 E. 42nd street, New York. Frank Powderly, formerly a radio program producer and previously with Street Railways Advertising Company, New York, has been appointed copy chief, and Maxwell Friedlander, formerly with the New York Journal & American, has joined as account executive.

Form New Agency

Stanley Ehrlich, formerly publicity director of Gertz Department Store, Jamaica, and Frank Neuwirth, formerly advertising director of Wallach's, Inc., New York, have formed Ehrlich & Neuwirth, agency, with offices at 250 Park avenue, New York.

'New Yorker' Poll Presages Success for 1940 Fair

New York, April 2.—A forecast for success of New York's 1940 World's Fair was made here this week by *The New Yorker*, following a subscriber survey showing that 44 per cent of the readers who visited the exposition last year will return again this season, 21 per cent "probably" will come, 11 per cent have not decided yet and 24 per cent definitely will not come.

The investigation was conducted among nearly 5,000 subscribers in Atlanta, Boston, Chicago, Cleveland, Minneapolis, St. Paul and St. Louis.

and followed a similar 1938 study. The first poll, conducted in the same cities, revealed that 67 per cent intended to visit the 1939 Fair. The survey just concluded showed that 60 per cent of the subscribers in the same area did visit the Fair.

Sixty-one per cent of those visiting the Fair last year shopped in New York stores, the average customer shopping at three stores. Fifty-five per cent stayed less than a week, 27 per cent one week, 9 per cent two weeks and 9 per cent three weeks or more.

Appoints Hazel Smith

Hazel E. Smith has resigned from Ruth Hamilton Associates, Los Angeles, to become advertising manager for Innes Shoe Company.

Spackman's New Post

Wheeler F. Spackman, formerly with *American Home* and McGraw-Hill Publishing Company, New York, has been named business manager of *Mining and Metallurgy*, New York.

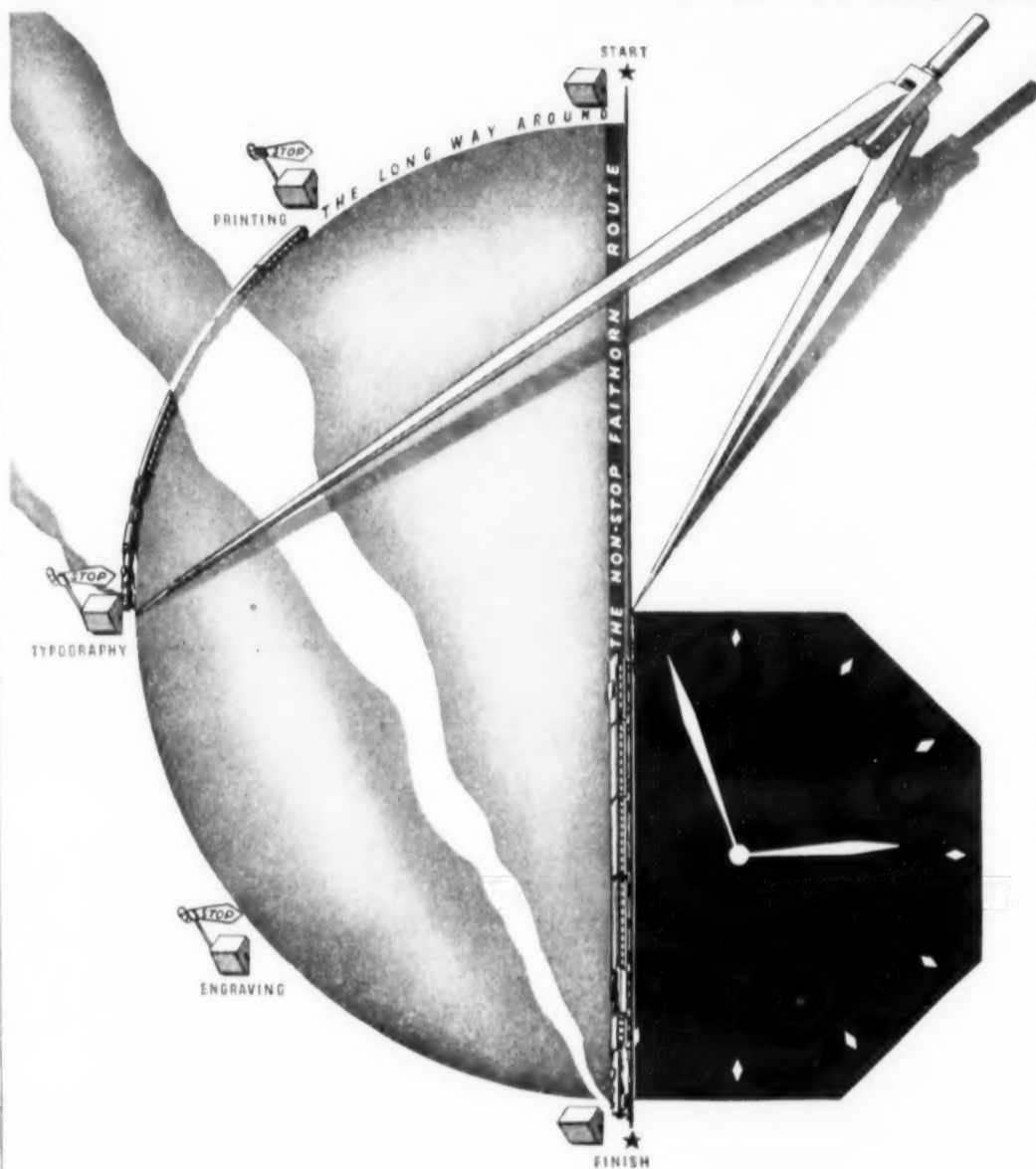
Royal Butter to Hoge

Gude Bros., Kieffer Company, New York, has appointed Huber Hoge & Sons, New York, to handle advertising of its Royal butter. Radio and newspapers will be used.

Names Bach, Bernstein

Leighton's, Inc., New York clothier, has appointed Bach, Bernstein & Associates, New York, to handle its account. Newspapers and direct mail will be used.

THE Shortest DISTANCE BETWEEN TWO POINTS IS A STRAIGHT LINE



TO the lovesick swain the longest way 'round may be the shortest way home. But to the advertiser who gets places ahead of competition, the longest way 'round is nothing but a pain in the neck... Which is one reason for the popularity of Faithorn non-stop, non-detour service—the shortest distance between the birth of a good idea and the completion of a perfect job... If lost time and motion in the production of advertising have no place in your scheme of things; if skilled handling of every detail, accelerated and reduced in cost by complete concentration under one roof, appeals to you, you'll like Faithorn service... Just travel one job over this smooth, direct route and judge advantages by results.

Faithorn service and prices must also be reasonable; or we wouldn't be handling so many important accounts.

Always the Finest at Faithorn

- FINEST ENGRAVING
- FINEST TYPOGRAPHY
- FINEST PRINTING

You can use one or all—just as you wish, but all are here, ready to serve you... Speed, economy and satisfaction assured.

TIME... "He who gains Time, gains everything"

—or inversely, lost time is total loss. The road that detours here and detours there may finally bring you to your destination, but at what cost!

Why be so lavish of time when it is the one thing about which you should be most solicitous? Why have your printing continually detoured—one place for engravings, another for typesetting, and still somewhere else for presswork?

When you put selling vehicles on the straight, smooth, fast production route—Faithorn 3-in-1—you avoid all detours and wayside stops. Your jobs steam merrily along; arrive on time—clean, handsome, fit.

Faithorn Ad-Setting, Engraving and Printing Departments operate DAY AND NIGHT. These added hours at your disposal should prove valuable to you—tremendously so on jobs which cannot be delayed even one hour without risking a heavy loss in dollars for your concern. Try us!



DAY AND NIGHT SERVICE

FAITHORN CORPORATION

AD-SETTING • ENGRAVING • PRINTING • 504 SHERMAN ST., CHICAGO • WAB. 7820



Want a Real DEAL PROMOTER? This Weinman TRANSPARENT COUNTER DISPLAY

Does Double Duty—as a container for a Special Deal on Your Product and as a sales-compelling Counter Display unit for the retailer!

WIN THE SALES SPOT! Weinman Transparent Acetate Containers get FIRST PLACE on the dealers' counters!

WRITE TODAY for FREE ILLUSTRATED CATALOG and Price List. Or send your product to be packaged the transparent way. No obligation.

WEINMAN BROTHERS
TRANSPARENT BOX HEADQUARTERS
323 N. Wells St. Dept. AA Chicago, Ill.
EXPERIENCED SALESMEN WRITE!

James W. Young Builds a Business by Copy Testing

Case History of His 'Sunset' Experiments Related by Lane

San Francisco, April 4.—The rate of pull of copy for even such an essential accessory as neckties varies in different sections of the country, and this variation is constant.

Headlines alone may affect productivity of copy as much as 50 per cent.

Full pages often pay better than small space if they are packed with real selling material and the season is at its peak.

These are some of the discoveries made by James W. Young, former Chicago advertising man and now director of the Bureau of Foreign & Domestic Commerce, as revealed by L. W. Lane, publisher of *Sunset Magazine*, in which Mr. Young is interested. The advertising expert, in making his copy tests, developed a profitable business for his son, Webb Young, of Santa Fe, N. M.

In the spring of 1938, Mr. Lane recalled, Mr. Young, who was then professor of advertising at the University of Chicago, was trying to settle some questions of technique in the field of copy testing and decided to base his experiments on a strictly mail order proposition.

At this time, Mr. Young's son, Webb, was running a trading business in Santa Fe, dealing both at wholesale and retail in Indian wares and other native products. Among them were the hand-woven neckties produced by Spanish weavers of the region.

Copy Tests Begin

Thinking that these ties, which retailed for \$1, would be an easy product to handle by mail, Mr. Young made arrangements with his son to fill any orders which were produced, and prepared an advertisement featuring the ties for the April, 1938, issue of *Sunset*.

Sunset is published in three editions—one for the southern part of its Pacific Coast territory, one for the central part and one for the northern part, principally Oregon and Washington—enabling the advertiser to run three separate pieces of copy in the same magazine, in the same month, on the same page and position, and opposite the same editorial and advertising competition.

The first technical question Mr. Young was interested in was whether these three editions would show any different rate of response to an identical appeal, due to climatic or other conditions. For his first tie advertising test, therefore, Mr. Young prepared one piece of copy and ran it through all three editions of the April, 1938, issue, with separate keys for each. This advertisement occupied 220 lines and cost \$550. Mr. Young did not expect the copy to sell enough \$1 neckties to show a profit. His sole interest was to create the best possible statistical base for his calculations.

Difference in Pull

As a matter of record, this advertisement did not pay. It sold, through all three editions, a total of 156 ties from a much larger number of inquiries. It did show what Mr.



I'll bet you'd like your husband in one of my hand-woven ties.

And he'd like you, too... never on a field as sharp as no other hand wears to dies. They're and "hang" nearly, practically never wear out, and can be cleaned again and again.

You see, down here in New Mexico we have the proven combination for producing hand woven fabrics of any color and design. We raise our own wool—long, silky, kind. Back in the mountains we have villages of Spanish people, descendants of the conquistadores, who have been weaving on primitive looms since the 17th century. And we have a landscape so colorful that those people are just natural artists.

I take the lovely fabrics these people weave and have them made up into simple, manly ties. Only I insist on a special long thread down the back which makes them hang just right.

Write for my Rainbow Folder of 10 actual fabric samples. See why my customers are constantly asked: "Where did you get that tie?" Write now.

Webb Young, Trader, 112A Don Gaspar St., Santa Fe, N. Mex.

Initial advertisement in necktie series.

Young had suspected: that there is a difference in the response to the offer from different sections of the Pacific Coast. The rate of inquiry pull per 1,000 circulation varied to such an extent that one edition pulled at the rate of 108 per cent of the average for all editions, another 103 per cent and a third only 80 per cent.

Was this a rate of variation which would be expected to hold fairly constant? To test this factor, the same advertisement was repeated in all three editions in May, 1938. Again the response varied from the average in practically the same percentages as in April. The figures for the two months were combined and used to construct an index of relative expectancy in the rate of pull for each of the three editions. With this index established, actual comparative testing of different pieces of copy began in the July, 1938, issue of *Sunset*. July is the poorest month of the year for necktie sales, but for copy testing purposes the seasonal factor was held unimportant as long as it remained constant.

Mr. Young's goal in this copy was to determine how much difference can be effected in the pull of a given piece of copy by a change in the headline only. Three advertisements, identical except for headlines, were run. All other factors remained the same.

Importance of Headline

When the inquiry results from these three pieces of copy were tabulated, they were weighted with the normal expectancy ratios previously established for the three editions of *Sunset*. When this was done, a wide variation in the pull of the three headlines was evident. Taking the one with the strongest pull as 100 per cent, the second best rated 73 per cent and the third 60 per cent. Thus, the best headline made the advertisement 66 2/3 per cent more productive than the poorest, proving that the headline plays a major role in advertising results.

None of these advertisements, however, paid for itself in tie sales. The cost of the 76-line space through all three editions was \$190, and final tie sales after follow-up of all inquiries only \$72.

Mr. Young desired to recheck

THREE HEADLINES, IDENTICAL COPY



HAND WOVEN by the mountain people of New Mexico

Here in New Mexico we have villages of Spanish people who have been raising sheep and weaving wool since the 17th century. And a landscape so colorful that these people can't help being artists!

And how they wear! Because of a special long thread whipped down the back they hold their shape as no other hand-woven tie does. Don't stretch, tie neatly, and "hang" just right. Can be cleaned again and again.



SHABBY HUSBANDS made over—by my hand woven ties

Here in New Mexico we have villages of Spanish people who have been raising sheep and weaving wool since the 17th century. And a landscape so colorful that these people can't help being artists!

And how they wear! Because of a special long thread whipped down the back they hold their shape as no other hand-woven tie does. Don't stretch, tie neatly, and "hang" just right. Can be cleaned again and again.



HUSBANDS LOVE my hand woven ties (and you!)

Here in New Mexico we have villages of Spanish people who have been raising sheep and weaving wool since the 17th century. And a landscape so colorful that these people can't help being artists!

And how they wear! Because of a special long thread whipped down the back they hold their shape as no other hand-woven tie does. Don't stretch, tie neatly, and "hang" just right. Can be cleaned again and again.

The top line outpulled the others by a wide margin in the test.

both his findings as to headlines and his weighting index. Therefore he repeated the same three pieces of copy in the August issue of *Sunset*, but shifted their order in the three editions, so that each carried a different headline than in July. When inquiry returns were computed and weighted, the relative pull showed



HANDWOVEN by the Spanish people of New Mexico

If you want real distinction in your ties here it is for only \$1. Ever since the 17th century the Spanish people here have been raising sheep and weaving wool. And our colorful landscape makes them natural artists. The result in their hand-woven ties is unbeatable! Lovely patterns and colors. All wool texture (marvelous with tweeds), made up to tie right and hang right. Can be cleaned again and again. Never sold in stores, but \$1 postpaid anywhere in U. S.

Write for my Rainbow Folder of 10 actual fabric samples. See why my customers are constantly asked: "Where did you get that tie?" Write now.

Webb Young, Trader, 112A Don Gaspar St., Santa Fe, N. Mex.

Final form of copy developed from the test, which has consistently paid its way.

up in the same order as in the July insertion and with approximately the same relative results.

Up to this point no piece of copy had been produced which sold ties at a profit. But the results indicated that this might be done if the essential story could be told in smaller space. For the October, 1938, issue of *Sunset*, therefore, the most productive headline found thus far was chosen and used on condensed copy in 42-line space, single column. This was inserted in all three editions, with separate keys, as a still further check, in a different season of the year, of the relative response of the three areas.

Other Magazines Added

The first week's response indicated that it would produce inquiries at a cost low enough to make the advertisement at least break even on first sales. This brought up the new question: "Would an advertisement which paid in *Sunset* also pay in a magazine with national circulation?"

To get the answer, Mr. Young ordered an insertion of the 42-line advertisement in *Time* for the last week of October. When results were tabulated, it was found that both the *Sunset* and *Time* insertions had paid. Further insertions were made in *Newsweek*, *The New Yorker* and the *New York Times* magazine section, and all paid.

This 42-line copy made a bid for inquiries only. These inquiries were followed up with a folder of swatches of actual tie material and the orders were secured from this showing of patterns.

To determine whether the ties



HAND WOVEN BY THE MOUNTAIN PEOPLE OF NEW MEXICO

Here in New Mexico we have villages of Spanish people who have been raising sheep and weaving wool since the 17th century. And a landscape so colorful that these people can't help being artists!

And how they wear! Because of a special long thread whipped down the back they hold their shape as no other hand-woven tie does. Don't stretch, tie neatly, and "hang" just right. Can be cleaned again and again.

Full page in color which embodied the principles developed by tests.

could be sold direct from the printed page if shown in color, full-page four-color plates were prepared for the December issue of *Sunset*, which reached readers just before the Christmas season, the best tie buying period of the year. This bleed page cost \$1,540. It sold direct from the page, cash with order, without follow-up, \$3,246 worth of merchandise. This not only showed an immediate profit, but made 866 new customers whose later repeat business has yielded additional profit.

Business Is Flourishing

In 1939 the business continued to expand. Its first small black-and-white advertisements, first developed in *Sunset* and modified from time to time as additional data was developed, have appeared in a dozen or more magazines. The full-color page appeared again in *Sunset* for November and December, 1939, and in *The New Yorker*, *Newsweek* and *Time* with profitable results. Webb Young, Trader, of Santa Fe, N. M., now has a substantial and growing mail order business, his list of customers overflowing to foreign countries.

British Cars to Weill

Preparatory to distribution of its automobiles in the United States, Lagonda Motors, Ltd., a British firm, has opened offices at 247 Park Avenue, New York. Norman Weill, Inc., New York, has been appointed to direct advertising for the Lagonda and the Hillman "Minx."

Coming Conventions

April 19—Regional conference, National Industrial Advertisers Association, Sherman Hotel, Chicago.

April 22-24. Annual convention, National Newspaper Promotion Association, Waldorf-Astoria, New York.

April 23-25. Annual convention, American Newspaper Publishers Association, Waldorf-Astoria, New York.

April 24-25. Sales and marketing conference, American Management Association, Hotel Roosevelt, New York.

April 29-May 3. Tenth annual exposition, Premium Advertising Association of America, Palmer House, Chicago.

May 2-4. Spring meeting, Associated Business Papers, Inc., The Homestead, Hot Springs, Va.

May 3-4. Annual convention, Advertising Affiliation, Hotel Statler, Buffalo.

May 7-10. National convention, Alpha Delta Sigma, college advertising fraternity, School of Journalism, University of Missouri, Columbia.

May 12-15. Spring conference, Association of National Advertisers, Westchester Country Club, Rye, N. Y.

May 13-14. Second annual Business-Consumers Relations Conference, Hotel Pennsylvania, New York.

May 16-17. Annual meeting, American Association of Advertising Agencies, Waldorf-Astoria, New York.

May 20-22. Annual convention, Southern Newspaper Publishers Association, Baker Hotel, Mineral Wells, Texas.

May 20-22. Annual meeting, Proprietary Association, Biltmore Hotel, New York.

May 21-22. Spring meeting, Inland Daily Press Association, Hotel Sherman, Chicago.

June 4-7. Annual convention, Lithographers National Association, Del Monte, Cal.

June 23-27. Annual convention, Advertising Federation of America, Chicago.

July 3-5. Annual convention, Trade Association of Advertising Distributors, Stevens Hotel, Chicago.

July 7-10. Annual convention, Pacific Advertising Clubs Association, Vancouver, B. C.

Aug. 12-15. Annual convention, National Sign Association, Hotel Pennsylvania, New York.

Sept. 26-28. Annual convention, National Association of Photo-Lithographers, Chicago.

Oct. 2-4. Annual convention, Direct Mail Advertising Association, Chalfonte-Haddon Hall Hotel, Atlantic City.

Oct. 28-30. Annual convention, Financial Advertisers Association, The Homestead, Hot Springs, Va.

Company Splits

Ross Shattuck and Margaret Ettinger, comprising the advertising and public relations firm of Shattuck and Ettinger, Beverly Hills, Cal., have dissolved the partnership. Mr. Shattuck has become an independent art director and Miss Ettinger will continue in public relations work.

Congratulations

While still in the hospital the new mother receives CONGRATULATIONS after it has been signed by her hospital superintendent and attending physician.



Campaign Buster No. 1!

Many good advertising campaigns fall short... solely because they fail to reach the Purchasing Executive... who today is a major influence in practically all buying for industry.

Get this purchasing executive on your side. A big help will be a regular schedule in PURCHASING... the only national magazine for Purchasing Executives... covering every centralized industrial purchasing unit in the United States! Full details from Conover-Mast Corporation, 205 E. 42nd St., New York City; 333 N. Michigan Ave., Chicago.

PURCHASING
Read by The Man Whose Job Is BUYING

TORONTO MONTEAL WINNIPEG LONDON (Eng)

GIBBONS KNOWS CANADA

REGINA CALGARY EDMONTON VANCOUVER

J. J. GIBBONS LIMITED • ADVERTISING AGENTS

JOHN A. CAIRNS & COMPANY

TEXTILE ADVERTISING

45 EAST 17th ST. NEW YORK CITY

Charge Advertising Evades Real Problems

(Continued from Page 1)

the "witch-hunters" in business and advertising who, he said, seek to prevent the dissemination of truth to students. This statement released a flood of discussion in which advertising and advertisers took a considerable tongue-lashing.

The author of almost a score of teaching texts, Prof. Rugg has been under fire from advertising and business sources, and particularly from the educational department of the Advertising Federation of America, headed by Alfred T. Falk, for allegedly subversive and un-American statements about advertising appearing in one of his books which is widely used in American schools.

Addressing himself directly to his critics, Dr. Rugg declared:

Tears Into "Witch-Hunters"

"The very essence of democracy is the free play of intelligence on the problems and issues of the people. I give these witch-hunters—the Dieses, the Falks and the Forbes—who would label textbooks which are critical of some aspects of advertising as subversive, this drastic alternative: either tell your children the truth or close your schools. There is no other alternative under democracy.

"I have never advocated the elimination of advertising; I am convinced that it fills a necessary place in our economic life, my friend Mr. Falk to the contrary notwithstanding," Prof. Rugg went on, declaring that the problem at issue is the major one of teachers' rights to discuss controversial issues in the schools.

"This very practice of discussing controversial issues has brought down upon us the vilification of the self-appointed protectors of Americanism," he said. "A small but powerful group of business men, including some active leaders in advertising, some of the super-patriots in the Americanization units of leading patriotic organizations, and even some members of boards of education, would absolutely throttle the discussion of issues in the schools. Opposing them is the entire phalanx of psychologists, philosophers, progressive educators and militant liberal leadership of women's organizations, as well as progressive educators, parent-teacher organizations and the like.

Accused as Subversive

"In the past year, particularly, these gentlemen opposing the scientific study of American problems, including consumer education in the schools, have launched what has amounted to a witch-hunt of its protagonists. National leaders of consumer education, writers of books, teachers who bring issues of

controversy into their classrooms are denounced—not as bad teachers of economics, but as 'communists' . . . as 'un-American' . . . as introducing 'subversive' doctrines to our youth.

"Every Hearst paper in America brands students of the intricate problems of the American scene as 'poisoners of the minds of youth.' Strong pressure has been brought on financial sponsors of the research and scientific study of consumer education to withdraw their support. Thousands of communities (I do not exaggerate the number) have been bombarded with demands that textbooks and courses of study dealing with advertising and consumer education, as well as the basic problems of distribution, be withdrawn from the schools—this on the ground that they are 'communist' and 'un-American and subversive.'

"I am happy to be able to report that in hundreds of communities all over this country progressive citizens and educators and many leaders in industry and business are rising against these unfair and hysterical attacks. Within the ranks of advertising itself fair-minded and cooperative leaders speak out in support of them."

What He Would Teach

On the subject of what should be taught about advertising in consumer courses, Prof. Rugg said succinctly: "My all-inclusive answer is—build from the primary school to the adult institute a steadily maturing understanding of the actual role of advertising in modern life. Try to incorporate, year after year, a study of the whole problem of producing goods and services and getting them to the people. Hence advertising, as one important agency in getting them to the people, will be thoroughly studied in the schools."

Some 21 examples of the things about advertising with which students should concern themselves were presented by Prof. Rugg, including studies of whether or not advertising gives adequate information, tells the truth, or is false and misleading; the use of "before and after" copy and the use of superlatives and testimonials; emotional devices and their effects on consumers; the psychology of propaganda; cost of advertising and its relation to prices; whether competitive advertising should be used, and when, in the promotion of basic foodstuffs and similar necessities; whether it raises or lowers the standard of living, and a study of government and other testing agencies.

Taylor Asks Objectivity

Speaking from the standpoint of the advertising world on the general subject of what to teach about advertising, Mr. Taylor stressed the point that advertising seems to have been singled out as the one subject on which consumers must be completely educated, whereas there are numerous other fields which have at least an equally important impact on the life of the American consumer.

He made the important point that there is a tremendous distinction between criticizing isolated advertisements and criticizing the basic functions of advertising as a whole, and insisted that while the one could be easily done without objection, the other required serious and intelligent thought dealing with every aspect of the problem.

"I'd like you to remember," he said, "that if you break down confidence in lawyers, you do not necessarily break down confidence in the law; but if you break down confidence in advertising, you destroy it."

Too much teaching material is not objective in its approach to advertising, but paints it as a devilish instrument, he said. Advertising tends to prevent monopoly, rather than create it, he asserted,

and its cost is almost invariably exaggerated.

Warne Leads Discussion

A storm of discussion from the floor followed the conclusion of the scheduled speeches, with Prof. Colston Warne, head of Consumers Union, leading off to the accompaniment of a spontaneous round of applause.

Taking Mr. Taylor severely to task for asserting that "advertising should be handled (by educators) with tenderness and care," Prof. Warne proceeded to whip out a current magazine and quote phrases from the advertising of Mum, Drene, Miracle Whip, Listerine, Camay, Spry and Rinso.

"Is not this type of advertising the very thing that has brought about the need for research and testing of advertised products?" he queried.

"No Meeting of Minds"

Alice Keliher, Progressive Education Association, New York, suggested that too many people may be getting lost on the educational trail by worrying too much about advertising.

"Attack and conquer the basic fears of people to which so much advertising is addressed, and raise the general level of the public's intelligence and thinking, and advertising will be at the mercy of the general level of the people," she said.

The meeting ended on a note of regret and moral indignation, also

supplied by Prof. Rugg, who asserted in a five-minute rebuttal period allowed all speakers after the general discussion period that he was "dismayed at the performance this evening."

"Not one man or woman has arisen to defend advertising," he said, "although I am told that there are 50 or 75 advertising men and women here. Is this the kind of cooperation we are to expect from advertising and business? Mr. Taylor has not answered one single point of the criticisms of advertising that have been voiced here tonight. There has been no meeting of minds. I'm amazed at the love feast. I'm amazed at the audience. You had a good time. You enjoyed the jokes and the language, but you didn't get a satisfactory answer to any problem you posed."

In the middle of this rather acrimonious "love feast" came the two other speakers on the program, Miss Davis and Prof. Sandage.

Pleads for Objective Teaching

Miss Davis, holding closely to her subject of what should be taught about advertising, made a strong plea for disinterested and intelligent instructors who would teach both the good things and the bad things about advertising, and who would present the subject objectively.

Prof. Sandage voiced a considered plea for the further study of the functions and uses of advertising, and professed, in common with all the other speakers, a belief in the fundamental need for advertising in

the American system of private enterprise. It is easy to criticize, he said, and there is considerable danger that a consumer course will place too much emphasis on the negative aspects of advertising.

Urges Advertising by Consumers

"There is a phase of advertising that might well be included in a consumer course, namely, the possible use of advertising by consumers themselves," he said. "Consumer groups are already using advertising to make more people conscious of their position as consumers. Might not consumer groups find it advantageous to buy and use magazine and newspaper space and radio time to advertise to business men? Consumers who have a program to sell to business might well use the advertising pages as one means of selling. It should be no more difficult for consumers to sell a worthwhile program than it is for producers to sell worth-while goods.

"Would it be inappropriate for a conference such as this to consider the prospect of consumers as educators of business? Most of us probably view consumer information as a type of education designed in part to counteract the miseducation developed by business educators through advertising and other means. Will not the best long-run solution to such a problem result from properly educated business men? Is it not the responsibility of consumers to provide such education?"

The News and Technical Journal of Administration

Hospital Management

is the fastest growing

publication in the

hospital field



Susie the Steno

Our Susie has no Park Avenue debutante wardrobe. But with a forty dollar outfit she attracts as much favorable attention as any ermined and jeweled socialite.

Newscolor advertising is like that. It costs little, but it gets the public—attention, interest, action—Sale! Newscolor shows your merchandise in actual full colors—does a real selling job for less than you usually pay.

Newscolor
SHOPPING NEWS
Newscolor Division CLEVELAND

ABC-ABP Chicago—100 E. Ohio St. New York—330 W. 42nd St.

Hunter Baltimore Sale Blocked by Price Increase

New York, April 4.—The price tag attached to the Hunter Baltimore Rye Distillery, Inc., underwent a markup this week after the McKesson & Robbins subsidiary had all but been sold to Browne Vintners Company for \$2,000,000.

The order was obtained by a committee of common stockholders of McKesson & Robbins. Reconsideration was asked on grounds that Schenley Distillers Corporation, unsuccessful bidder for the property last Friday, is prepared to bid \$2,250,000 for Hunter and that several other distillers have shown interest in purchasing the property.

A hearing on the order is unlikely before next month, since the judge to whom the matter has been referred is sitting in Connecticut in April. At the hearing, William J. Wardall, McKesson trustee, and all other interested parties, will be asked to show cause why the court should not reconsider the sale.

According to Mr. Wardall, sale of the Hunter firm will not mean the withdrawal of McKesson from the liquor business. Under the terms of the Browne Vintners deal, McKesson was to act as wholesaler for Hunter brands.

Merrill Heads KGLU

Paul Merrill has succeeded John Merino as manager of Station KGLU, Stafford, Ariz., an affiliate of the Arizona Broadcasting Company.

Congratulations

29,418 mothers requested 348,340 booklets and samples from the CONGRATULATIONS Service Department during 1939.

Schenley Resigns from Distilled Spirits Institute

New York, April 4.—Schenley Distillers Corporation has resigned from the Distilled Spirits Institute, it was disclosed here this week, apparently in protest against the self-regulation plan now under consideration by the trade group.

Since Schenley has contributed about \$80,000, or one-fourth of the financial support for the group, its withdrawal will seriously affect operations of the trade organization unless new members can be secured or old ones persuaded to increase their payments.

Liquor circles believe the Schenley action a direct result of the self-regulation plan drawn up by Dr. Wesley A. Sturges, executive director of DSI. The proposal was submitted to the board recently after several months of discussion, but the plan was tabled for 30 days because no agreement could be reached.

It was reported at that time that both Schenley and Seagram Distillers Corporation were opposed to the plan, and that both might resign if it were adopted. Thus far, Seagram has revealed no intention of following Schenley's lead. Informed opinion in the trade believes that there will be no further resignations.

Kudner Adds Dean

Louis E. Dean, radio director for six years of Campbell-Ewald Company, New York, has joined Arthur Kudner, New York, in an executive capacity. He is succeeded at Campbell-Ewald by his assistant, Kenneth Young.

Pepper Appoints Roller

J. W. Pepper, Inc., New York advertising agency, has appointed Zohner E. Roller director of public relations. He formerly was with the Edward L. Bernays organization.

Index of Retail Activity in 80 Important Markets

Based on total retail advertising volume in all newspapers (Copyright, 1940, by Advertising Publications, Inc.)

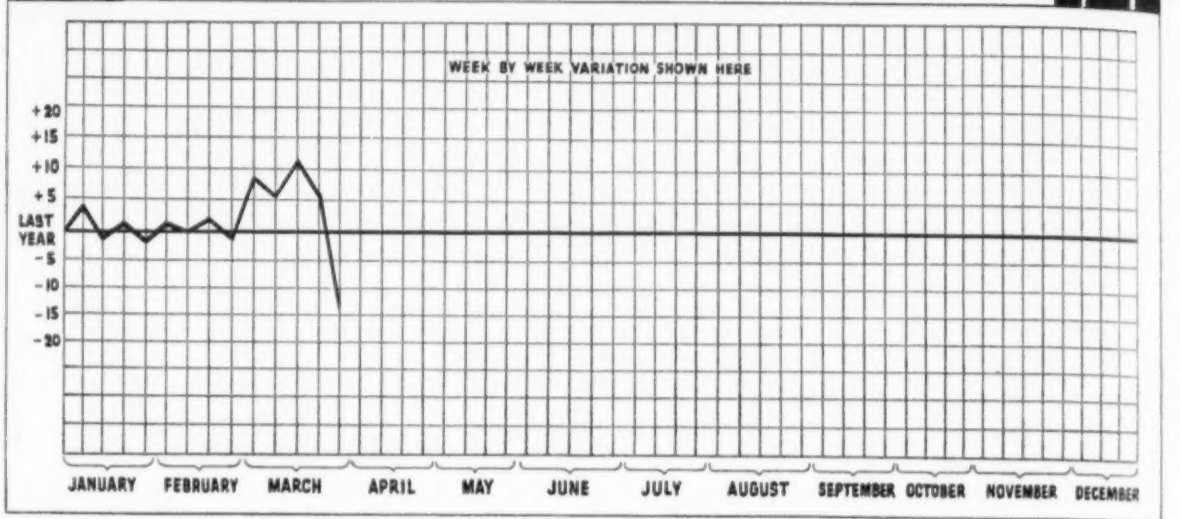


Table with columns: City, 13-Week Period Ended Apr. 2, 1938, 13-Week Period Ended Apr. 1, 1939, 13-Week Period Ended Mar. 30, 1940, % Gain or Loss over 1938, % Gain or Loss over 1939, Week Ended Apr. 1, 1939, Week Ended Mar. 30, 1940, % Gain or Loss. Lists 80 cities and their respective advertising volume data.

Advertisement for Rock Island-Moline Retail Trading Area. Text: 'Above Average AMERICANS are WAITING to BUY YOUR GOODS'. Includes a map of the area.

Here's a market that will justify your lineage placement with tangible RESULTS in the form of sales.

TAKE OUR TIP

—Moline-Rock Island are prosperous and growing—a healthy, active market where people are EARNING and SPENDING. For example:—

- January 1940 Retail Sales were 14% ahead of January 1939.
• 1939 Rock Island County Car Sales were 34.2% ahead of 1938; January and February 1940 are 53% ahead of the same months in 1939.

IT ALL ADDS UP TO THIS—

You cannot afford to pass up the Dispatch—Argus 9 out of 10 homes Rock Island County coverage, WITHOUT DUPLICATION.

Advertisement for The Rock Island Argus and Moline Daily Dispatch. Includes a map of the area and text: 'A MEMBER OF ILLINOIS DAILY NEWSPAPER MARKETS'. Lists agents in New York, Chicago, and Detroit.

Plans Consumer Fair
A one-day Consumer Fair and Conference will be held at the Hotel Pere Marquette, Peoria, Ill., April 29, under the sponsorship of the Peoria Advertising and Selling Club.

Rettig Resigns
Frank O. Rettig, vice-president in charge of retail and advertising. Burton-Dixie Corporation, Chicago bedding maker, has resigned after 20 years with the company.

'World' Changes Format
Financial World, New York, appeared in a new dress with the April 3 issue. John W. Flynn, formerly with the Conde Nast publications, is the designer.

- 1 Akron Times-Press discontinued Aug. 28, 1938.
2 Lnage of Daily American now combined with Record.
3 Buffalo Times discontinued Aug. 1, 1939.
4 Chicago Herald & Exam. discontinued Aug. 28, 1939.
5 Milwaukee News discontinued Jan. 14, 1939.
6 Oklahoma News discontinued Feb. 24, 1939.
7 News-Times discontinued Dec. 28, 1938.
8 Spokane Press discontinued March 18, 1939.
9 St. Paul Daily News discontinued April 30, 1939.
10 San Diego Sun suspended publication Nov. 25, 1939.
11 Atlanta Georgian and Sunday American ceased publication Dec. 17, 1939.
12 Lnage of Syracuse Journal, now combined with Herald, eliminated from 1938 and 1939 totals.
13 Minneapolis Star and Journal merged Aug. 1, 1939.

The Advertising Market Place

The rates for this department are as follows: "Help Wanted," "Positions Wanted," "Representatives Wanted," and "Representatives Available," 30 cents a line, minimum charge \$1. Terms cash with order. All other classifications (single insertion rates): 1/2 in., \$2.75; 1 to 3 in., \$4.75 per inch.

POSITIONS WANTED

Agency Man—Age 37; 12 yrs. experience, the last 7 with top 4-A; account management, media, copy research. A real find for agency, advertiser or rep. Write Box 2086, ADVERTISING AGE, Chgo.

YOUNG ADVERTISING, MERCHANDISING, sales promotional man, national experience wants position offering progress with manufacturer or agency. Capable executive, creative planner, productive writer, good layout, knows graphic arts, thoroughly practical. Experienced Farm publication, radio campaigns, sales programs, displays, merchandising deals, catalogs, direct mail, house organs, publicity, sales and dealer meetings. Familiar F.T.C. regs. Consider sales-adv. management growing concern on bonus plan. Box 2087, ADVERTISING AGE, Chgo.

POSITIONS WANTED

VALUABLE TO ANY PROGRESSIVE CONCERN

College graduate with successful record in CONSUMER EDUCATION and sales promotion. Rare copywriting ability. Might also fill in as Secretary to Advertising Executive. Highest references. Salary subordinate to opportunity. Box 2089, ADVERTISING AGE, N. Y.

REPRESENTATIVE AVAILABLE

PUBLISHER'S REPRESENTATIVE—experienced advertising space salesman, wide acquaintance, N.Y.C. Office, wants Eastern representation of leading publication, commission basis. Box 2083, ADVERTISING AGE, N. Y.

WANTED

Information pertaining to the whereabouts of an opportunity for an aggressive young fellow. Age 28. 10 years' experience advertising and sales promotion. Now assistant sales mgr. of National Mfg. Company. Knows adv. production and copy. Excellent correspondent. Married. Box 2088, ADVERTISING AGE, Chgo.

EDITOR I can solve your editorial problem, whether you have a sickly older or a timid infant mag. I've five years of experience handling educational, trade and national mags. My copy sings, my rewrites are smooth, my production practice sound and my knowledge of mag. management is broad. We'll both be winners if you give me that hard-to-fill editorial berth. Box 2090, ADVERTISING AGE, Chgo.

HELP WANTED

RADIO COMMERCIAL WRITER for retail adv. of women's wear. Must have broad exp. \$200 wk. ASS'T ADV. MGR.—26-32. Executive type. Agency or adv. dept. experience in food field. STENO-SECT. (female) adv. exp. \$110. **FRED MASTERSON** Sinclair-Masteron Personnel Room 1528, 120 S. La Salle St., Chicago

MISCELLANEOUS

Have You Received the New Manual on Laurel Process? Let us send you one. Describes economical way to reproduce attractive illustrated sales letters, booklets, folders. 500 (8 1/2 x 11) copies \$2.63. Additional hundreds 22c. Larger quantities lower prices. In Metropolitan N. Y. request representative. Walker 5-0526. Laurel Process, 480 Canal St., N. Y. C.

Tax Nieman Bequest

Harvard University's \$1,773,535 bequest from the estate of Mrs. Agnes Wahl Nieman to "elevate the standards of journalism," which has been used for annual fellowships for newspapermen, has been assessed an inheritance tax of \$322,512 out of a total of \$348,373 against the estate. Mrs. Nieman was the widow of the founder of the Milwaukee Journal.

Advertising Fraternity Convention May 7-10

Alpha Delta Sigma, national honorary advertising fraternity, will hold its national convention at the University of Missouri, Columbia, Mo., May 7-10, with the John W. Jewell chapter, first chapter of the organization, as host. Journalism week of the University of Missouri also will be held on these same dates.

Gibbons Named A. M.

John C. Gibbons, former manager of Spalding's Fifth avenue store, New York, has been named advertising manager of A. G. Spalding & Bros., Inc., Chicopee, Mass., succeeding Thomas H. Stevenson, resigned.

Joins Alfa Displays

Seymour Wassing, who was with Saks Fifth Avenue, New York, for six years, has joined the designing department of Alfa Displays, Inc., New York.

WBAL
means business
in Baltimore

Appoints Gussow, Kahn

D. Maxon & Co., New York, has appointed Gussow, Kahn & Co., New York, to handle advertising of its retail dresses. An institutional campaign in newspapers and hotel magazines is planned.

Colton Promoted

W. P. Colton, Jr., has been elected a vice-president of Wendell P. Colton Company, New York. He has been with the agency for nine years.

Confusion Reigns at Consumer Education Meet

(Continued from Page 2)

to spend," she asserted. "Organized consumers want facts right at the point of sale—preferably by tags, grades and other designations which make it simple and easy for them to buy intelligently. . . They are more interested in the sins of omission than in the sins of commission of advertising."

"Every one of us," she declared, "would like to have a simple labeling system—a simple A, B, C or similar designation—either for the product as a whole, or for each of the individual things, such as color fastness, shrinkage, etc., which go to make up the value of the item as a whole."

Would Test the Testers

The discussion at this session brought up the matter of setting standards for the setting of standards, and Miss O'Brien agreed that much needed to be done in this direction. Any agency which sets itself up as a testing group, she said, should always be willing to tell what it tested for, how the tests were made, and what they showed. "We do need," she concluded, "certification of the certifiers and standards for standardizers."

At this meeting, too, arose the suggestion from the ranks of educators that a little more fairness was needed in talking about people who are "against" the consumer movement. There are some elements in consumer movements that need cleaning out equally as badly as some elements in advertising, it was stressed.

Trust-Busting Talk

The wind-up session this afternoon, presided over by Harold S. Sloan, executive director of the Alfred P. Sloan Foundation, which supports the work of the Institute for Consumer Education, heard a trust-busting talk by Corwin Edwards, special assistant to the Attorney General of the United States, and a discussion of the probable effect of the current war by Robert Brady, associate professor of economics at the University of California, who is also vice-president of Consumers Union. Dr. Brady's comments will be found in connection with a report on a Consumers Union luncheon appearing elsewhere in this issue.

The mandate under the anti-trust laws to preserve competition and "to require business to promote rather than to restrain trade" serves two broad consumer purposes, Mr. Edwards declared. It protects economic progress by permitting free competition and preventing monopolies, and it "encourages those who supply a large volume efficiently while it discourages those who try to sell a restricted output at a high price."

Just as the old Standard Oil trust was broken up to prevent a monopoly of the petroleum supply, so, he said, is a New York court now "considering the government's request that the Aluminum Company of America be dissolved in order that no one concern may any longer produce 100 per cent of the aluminum ingot in the United States." The price of aluminum ingot now is "substantially the same" as it was in 1909, he inserted parenthetically, and automobile makers were forced to give up plans for extensive use

of aluminum in automobiles because they did not want to place themselves at the mercy of a single source of supply.

Praises Ethyl Decision

Citing recent activity of the Department of Justice in connection with housing, milk and medical care as examples of the manner in which the department lowers costs and benefits consumers, Mr. Edwards asserted that the recent Ethyl Gasoline Corporation decision (reported in ADVERTISING AGE for April 1) was "one of our most important cases from the consumer's point of view" and that the decision "should benefit every consumer of tetraethyl gasoline in the United States." He asserted further that the most carefully ground spectacles, placed in the most expensive commercial frames, could represent a maximum cost of no more than \$3.50, but that patent monopolies have held the price much above this level.

"Sometimes a restraint of trade eliminates new products and improved qualities. A patent holder may undertake to buy up competing patents and to develop patents upon alternative ways of making an article, not for the sake of enriching our technological resources, but in order to block the use of these alternative methods by any competing enterprise. A group of contractors or workers may boycott new types of equipment for fear that they will be easier to install. . .

"The chief weakness of the anti-trust laws, from the consumer's point of view, is that they have been too sparingly enforced. . .

"Let us envisage the relation between consumer groups and anti-trust enforcement as it might conceivably prevail a decade or two hence. Consumers would be well enough organized to have an organized nucleus in most communities and to maintain loose federal ties among the various local groups. The Anti-Trust Division would have at least one representative in every state. The consumer organizations would winnow complaints by their members and supply the Anti-Trust Division's nearest representative with information which appeared to point to any serious consumer problems involving violation of the law."

Institute Issues Statement

The only statement of any kind issued during the conference was a brief "statement of policy" of the Institute for Consumer Education. "We accept the following definition of consumer education," it said: "Consumer education is development in attaining the maximum individual and group satisfaction

for time, effort and money expended.

"We hold that consumer education, thus defined, will increase the efficiency of the system of free enterprise and will have a beneficial effect on public economic policy.

"We consider that individual development for the ends in view can take place only through (a) a realistic comprehension of one's own personality and position in life; (b) an intelligent understanding of the workings of the economic order; (c) a consciously trained ability to analyze and appraise accurately the competitive claims for goods and services offered as necessities, comforts, or luxuries of life.

"The Institute is concerned with the development of consumer education as thus described. Its facilities are for the use of students and educational institutions and organizations. Its publications, although available to the public, are developed primarily as materials for the use of those engaged in consumer education. Likewise, its conferences are open to all who wish to attend, but are organized and conducted in accordance with the particular needs and desires of teachers, economists and others professionally interested in the education of consumers."

Liquor Dealers Split

Liquor dealers of Pennsylvania have withdrawn from the National Council of State Liquor Dealers' Associations in protest over the national council's dispute with distillers, its general rulings and its program of admitting beer dealers to membership.

Wiseman Vice-President

In reporting the research activities of L. M. Clark, Inc., New York, in these columns last week, it was inadvertently stated that Mark Wiseman is president of the company. His correct title is vice-president. L. M. Clark is president.

Buy "Beloit News" Stock

R. F. Collins, C. F. Karstaedt and M. H. Dobson, who have been managing the Daily News, Beloit, Wis., since the death of David B. Worthington in 1925, have bought the holdings in the Daily News Publishing Company of Edwin S. and Dean B. Worthington.

FREE with your first Order

Jar and Brush FREE with your first order

5 5 Artist Rubber Cement. Nationally used, 3 grades: Light, Medium, Heavy, \$2.75 per gal. postpaid. For Friskets use **5 5 Special Frisket Cement**, \$1.50 per gal.

RUBBER CEMENT CO.
1418 No. Halsted St., CHICAGO, ILL.

RESERVE ILLUSTRATION
NO. X 5038

Learn to rely on our stock picture library of more than 10,000 different subjects (size 8 x 10) for the limited advertising budget. Every one produced by signed model releases for use in advertising. Non-exclusive reproduction rights \$10 each.


Send this stock photo on approval. Bill us for it. Send on approval selection of photos on the following subjects:

NAME _____ ADDRESS _____

UNDERWOOD & UNDERWOOD
319 E. 44th ST., N. Y. C. 241 E. ONTARIO ST., CHICAGO

AL SARLI
—His Piano
—His Orchestra

FEATURED ON ST. LOUIS KWK for Ten Years



Feldman Named "PM" Circulation Director

Harry Feldman has resigned as circulation director of the *New York Journal & American* to accept a similar position with *PM*, New York daily to begin publication June 1. He has been in circulation work for 37 years.

He served the old *Evening Mail* as a supervisor of distribution, and was later with the *Post*. He joined the *New York Journal* as city circulation director in December, 1929, and became circulation director of the *Journal & American* last year.

Names Lewis & Tokar

Empire Electric Brake Company has appointed Lewis & Tokar, Newark, to handle advertising for its Magdraulic electric brake for motorcycles.

Crosley Advances Shipley

William M. Shipley has been appointed manager of major account sales for the Crosley Corporation, Cincinnati.

Schick to Repeat 'Trade-In' Theme in New Campaign

New York, April 4.—Schick Dry Shaver, Inc., revealed at a dealer meeting here today that the company will begin on May 1 a six-week drive featuring a repetition of the "trade-in" successfully employed in advertising last fall. Newspapers, magazines, and business papers will be the media.

It was also learned today that the General Shaver Division of Remington Rand, Inc., has completed plans for a spring drive on the Remington Dual Close-Shaver. Copy claiming "Shaves in 90 Seconds" will appear in newspapers on a cooperative basis, as well as in *Collier's*, *Life*, *Newsweek*, *The Saturday Evening Post* and *Time*. Batten, Barton, Durstine & Osborn is the Remington agency.

Roy W. Johnson, Schick advertising director, declared that the cam-

paign would embrace 65 newspapers in 48 cities, *Life*, *The Saturday Evening Post* and a long list of business papers. Lennen & Mitchell is the agency.

As was the case last fall, Schick will offer \$2.75 for any razor, safety, straight-edge or electric, toward the purchase of a \$12.50 Schick Captain, thus reducing the price to \$9.75. The previous drive during the last four months of 1939 increased sales 280 per cent.

Ralph J. Cordiner, Schick president, expects 1940 to be one of the best years in the history of the company and the industry. He pointed out that more than 30 inferior shavers have been removed from the market, and the others vastly improved.

Appoints Garfinkel

United Diathermy, Inc., Los Angeles, maker of short wave diathermy machines, has appointed Sidney Garfinkel Advertising Agency, Los Angeles, to handle its account. Radio will be used.

Parks, Carney Sell Fort Smith Newspapers

J. S. Parks and George D. Carney have sold their controlling interest in the Times-Record Company, Fort Smith, Ark., to the newly organized Fort Smith Newspaper Publishing Company, of which Donald Reynolds is president.

The properties involved include the *Southwest American*, morning newspaper; *Times-Record*, evening newspaper; the *Sunday Southwest-Times-Record*, and the Fort Smith Engraving Company.

Greenwald to Sterling

Herbert Greenwald has resigned as associate art director of R. H. Macy & Co., New York department store, to become art director of Sterling Advertising Agency, New York.

Bandage to Levynne

Bandage Products Corporation has appointed S. A. Levynne Company, Baltimore, to direct its account. Magazines will be used.

William Krasselt, Noted Agency Man, Dies in Milwaukee

Milwaukee, April 4.—William A. Krasselt, one of the country's most noted advertising men, is dead. Mr. Krasselt, who was 66 years old, passed away in a local hospital yesterday following a heart attack.

With Frederick G. Cramer, who died in 1934, Mr. Krasselt organized the Cramer-Krasselt Company in 1895. It became one of the country's foremost agencies, handling many top-flight accounts. Mr. Cramer was its chairman at the time of his death.

A native of Milwaukee, Mr. Krasselt put advertising heavily in his debt by pioneering in formation of many of the organizations taken for granted by the present generation of advertising men. He was one of the founders of the Audit Bureau of Circulations. He helped to organize the American Association of Advertising Agencies, of which the Cramer-Krasselt Company was a charter member. He also gave his potent influence to the movement which resulted in the formation of the Better Business Bureaus of the country.

WILLIAM W. REED

Buffalo, April 3.—William W. Reed, who was in the advertising business here for ten years, died yesterday at the age of 64. Prior to his entry into the agency field, he and his brother were associated in the operation of the Niagara Lithograph Company for 25 years.

JOHN J. MATHESON

Boston, April 1.—John J. Matheson, 59, president of the Matheson Radio Company, which operates Station WHDH, Boston, died at his home in Gloucester March 27. A noted fishing skipper, Mr. Matheson established a fisherman's broadcasting service widely known as "The Voice from Home."

EDWARD W. MACKEY

Manitowoc, Wis., April 1.—Edward W. Mackey, 64, former co-publisher of the *Manitowoc Herald-News*, died in Frederic, Wis., last weekend. Mr. Mackey published the *Herald-News* for 35 years until its merger with the *Evening Times* in 1932.

THOMAS E. CONKLIN

Detroit, April 1.—Funeral services were held in White Plains, N. Y., today for Thomas Ensign Conklin, who died Saturday. Mr. Conklin was national representative of the *Detroit Free Press*. He formerly held the same post with the old *Detroit Journal*.

CLAIRE D. WIGHT

Detroit, April 3.—Claire D. Wight, one of the founders of *Automotive Topics*, died in Harper Hospital after a brief illness. Mr. Wight helped to establish the trade paper in 1911 and served as its secretary and Detroit representative for nearly 30 years.

WORCESTER COUNTY—



OF MASSACHUSETTS

WTAG
WORCESTER
MASS.

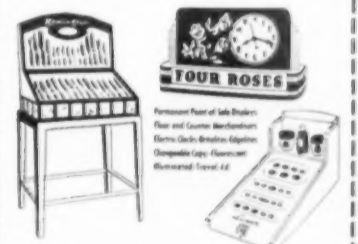
The Vital Midriff is the Worcester Market—the heart of Massachusetts and New England—vital to any advertiser. The weekly payroll represents 99% of the 1928 figure. In fact, all indices are up—way up—sales, savings, spendable income.

There's no market more important than the Vital Midriff, and only one station, WTAG, gives primary coverage of that entire market. Population? More than 1,000,000 people.

NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



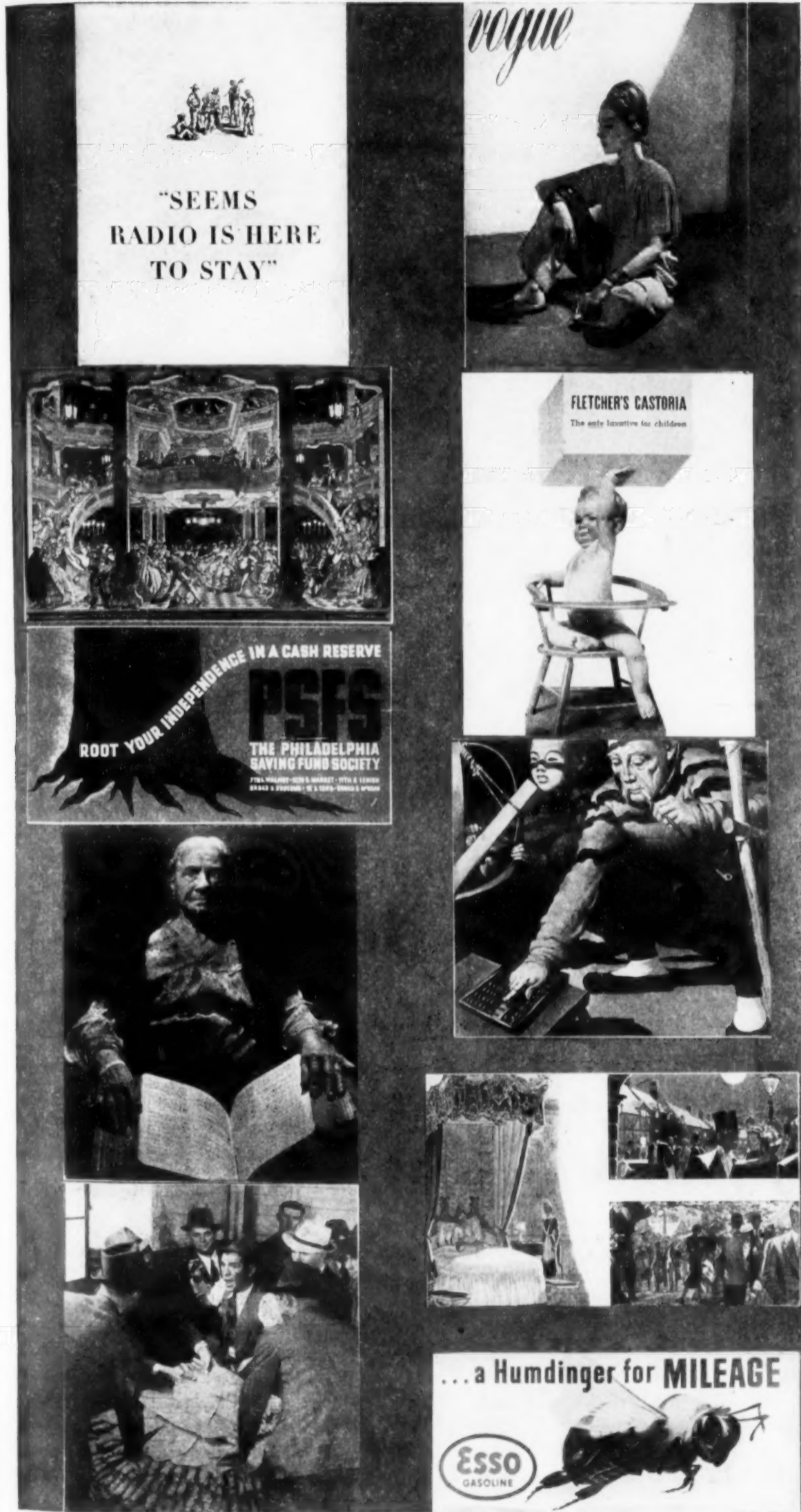
DISPLAY IDEAS
BY CRYSTAL

COMPLETE SERVICE
UNDER ONE ROOF
COUNSEL • DESIGN • FABRICATION

CRYSTAL MFG. CO.
CHICAGO • NEW YORK
1725 Diversy Blvd. 7 East 42nd St.

PHOTOGRAPHIC REVIEW OF THE WEEK

MEDAL WINNERS IN NEW YORK ART DIRECTORS' COMPETITION



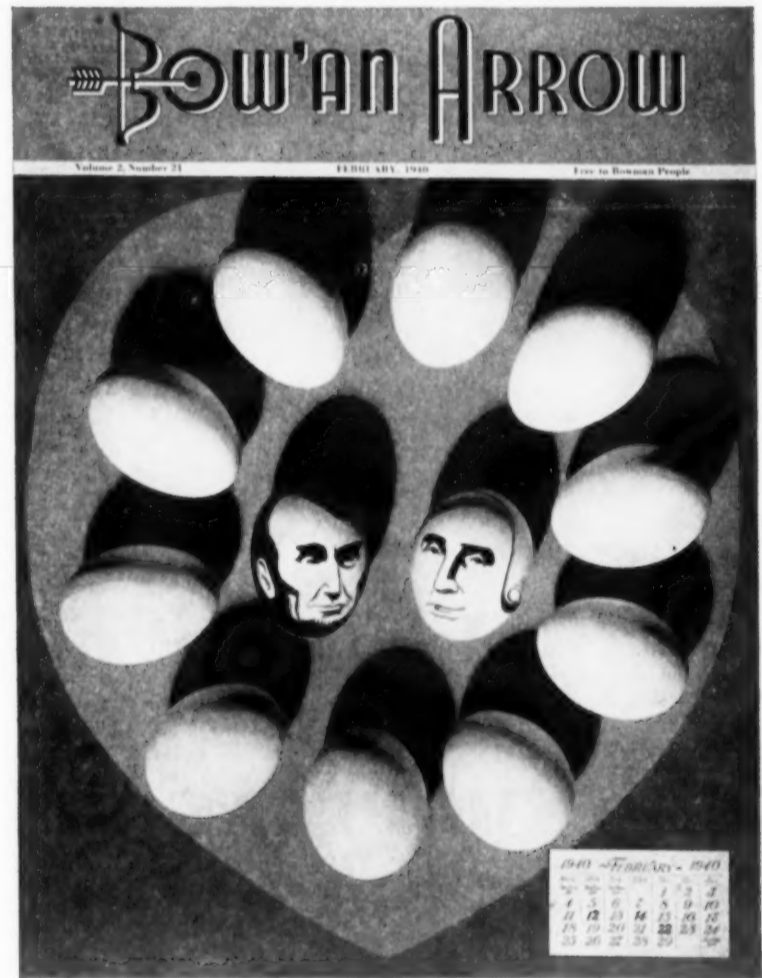
Winners of medals in the annual competition of the Art Directors Club of New York are shown here. Left, top to bottom: best design of complete advertisement in booklet and direct mail, to Ted Sandler for CBS booklet; best color illustration, to Thomas M. Cleland for Harris-Seybold-Potter advertisement; Barron Collier medal for best car card, to Raymond A. Ballinger and Morris Berd for Philadelphia Saving Fund Society; best black and white photograph, to Edward Steichen for Eastman Kodak advertisement; best color photograph, to Victor Keppler for American Tobacco Company. At right are: best magazine cover, to Horst for Vogue cover; best display piece, to Frederick Halpert for Centaur Company; best black and white illustration, to Robert Riggs for Felt & Tarrant Mfg. Company advertisement; best entry in continuities, to Edwin Georgi for Yardley advertisement; Kerwin H. Fulton medal for best 24-sheet poster, to Albert Staehle for Standard Oil of New Jersey poster. (Story on Page 17.)

G-E DISTRIBUTORS GET COOKING REBUS



New sales device of General Electric uses such simple articles as a can of baby food, a flashlight and a box of safety matches, the latter stressing the fact that they are not needed with electric ranges.

EGG ADVERTISEMENT FOR FEBRUARY



For the February cover of its house organ, Bowman Dairy Company, Chicago, called attention to its egg department by arranging eggs in the shape of a valentine, with portraits of Lincoln and Washington painted on two in the ensemble. Photo by Pontiac Studios.

GROCER DEMONSTRATES HIS DIPLOMACY



New Budweiser poster depicts retailer in act of landing an order. The advertisement was prepared by D'Arcy Advertising Company and lithographed by Forbes Lithograph Company.

LEADING GROCERIES AND GROCERY PRODUCTS ADVERTISED IN THE CHICAGO DAILY NEWS DURING 1939

RETAIL Including Department Store Groceries

A & P Stores
Boston Store
Central Food Stores
Fair Store
Garden Products Co.
Goldblatt's
Harding's Markets, John P.
Hillman's
Jewel Food Stores, Inc.

Kroger Consumers
Midwest Stores
National Tea Co. Food Stores
North Town Markets
Stop & Shop
Thrifty Markets
Weigel & Co., John
Wieboldt's

GENERAL

Baking Products

Airy Fairy Cake Flour
Bisquick
Butter-Nut Bread
Calumet Baking Powder—
Swansdown Cake Flour
Ceresota Flour
Elam's Cracked Wheat
Elam's Pancake Waffle Flour
Elam's Whole Cornmeal
Elam's Whole Wheat Flour
Elam's Whole Wheat Rusk
Flako Pie Crust
Flakorn Corn Muffin Mix

Hekman's Dutch Tea Rusk &
Ready Toast
Jelke's Good Luck Ready-Mixed
Pie Crust
K. A. Corn Muffin Mix
Loose-Wiles Biscuit Co.
National Biscuit Co. Crackers
Pillsbury's Flour
Pillsbury's Pancake Flour
Silvercup Bread
Ward's Bread
Wonder Bread

Beverages

Beech-Nut Coffee
Hills Bros. Coffee
Holleb's Coffee
Lipton's Tea
Maxwell House Coffee
McLaughlin's Manor House Coffee
Motor Club Coffee
Pan American Coffee Bureau
Richelleu Coffee
Salsoda Tea
Sanka Coffee
Savoy Coffee
Stewart's Coffee
Stewart's Tea
Tea Market Expansion Bureau
Webb's Coffee, T. J.
Dad's Root Beer
Dynell Water
Hydrox Beverages
Hydrox Sparkling Water

Mountain Valley Water
Pepsi-Cola
Royal Crown Cola
7-Up
Walch's Grape Juice
Crystal Brand Apple Juice
Dole Pineapple Juice
Droste's Cocos
Heinz Tomato Juice
Holleb's Apple Juice
Holleb's Tomato Juice
Horlick's Malted Milk
Kool Aid
Kool Aid
Nestle's Cocos
Ovaltine
Richelleu Fruit Juices
Sunsweet Prune Juice
Texsun Grapefruit Juice
V-8-Cocktail

Cereal and Breakfast Foods

Corn Kix
Lubs
Elam's Cracked Wheat
Elam's Dex
Gerber's Cereal Food
Grape Nuts Cereals
Grape Nuts Flakes
Huskim
Kellogg's All Bran
Kellogg's Corn Flakes
Kellogg's Pop

Kellogg's Rice Krispies
Post's Bran Flakes
Post Toasties
Quaker Little Kernels
Quaker Oats
Quaker Cereals
Quaker Oats Cereals—Hot
Shredded Raisin
Shredded Wheat
Wheaties

Condiments

Bell's Seasoning
Bigham's Corn Relish
C & H Cane Sugar
Damingo Sugar
Dr. Price's Vanilla Extract
Gruy Master
Guiden's Mustard
Heinz Catsup
Heinz Pickles
Heinz Vinegars

Jelke's Good Luck Salad
Dressing
Kitchen Bouquet
Lake Shore Honey
Mazola Oil
Richelleu Pickles
Snider's Catsup
Snider's Chili Sauce
Snider's Condiments
Sunny Cane Sugar

Dairy Products

Borden's Cheeses
Borden's Cocktail Spreads
Borden's Eagle Brand Maple Milk
Borden's Milk
Borden's Products
Borden-Wieland Co.
Bowman's Buttermilk
Bowman's Cottage Cheese
Bowman's Milk
Frizz
Circle "E" Grated Cheese

Goldenrod Ice Cream
Gold-N-Rich Cheese
Hydrox Ice Cream
Land O'Lakes Sweet Cream Butter
Meadowmoor Dairies, Inc., Milk
Milk Foundation, Inc.
Minnut
Pabst-ett Cheese
Wanzner's Milk
Yami Yogurt

Disinfectants and Exterminators

Black Flag
J. O. Exterminators

Lysol
Terro

Laundry Soaps and Cleansers

Absorene
American Family Flakes
American Family Soap
American Family Soap Prods.
Bab-O
Bon Ami
Bowlene
Brillo
Chick-Chick Magic Wand
Chipso
Climalene
Climalene Co., Prods.
Clorox
Dreft
Du Pont Duco Polish
Du Pont Speedy Wax
Fleecy White
Griffin All White Shoe Polish
H & H Cleaner
H. R. H.
Ivory Flakes
Juno Cleaner

Kutol Wallpaper Cleaner
La France & Satina
Lever Bros. Prods.
Linc
Lux Flakes
Mullit
Oakite
Old Dutch Cleanser
Oxydol
P & G White Soap
Quick Elastic Starch
Rox
Rins
Royal Lemon Cleanser
Shinola Shoe Polish
Simoniz
S. O. S. Pads
Softwash
Sunrite Cleanser
Super Suds Concentrated
Tintex
Whitex

Meats, Fish and Poultry

Armour Meat Prods.
Broadcast Brand Prods.
Broadcast Corned Beef Hash
College Inn Chicken A La King
Gorton's Codfish
Gorton's Sea Foods
Gorton's Codfish Cakes
Holleb's Canned Fish

Hormel Meat Prods.
Nickelberry's Sausage
Richelleu Sea Foods
Sakura-Musume Crab Meat
Savoy Salmon
Swift's Meat Prods.
Three Diamond Crab Meat
Wilson's Meat Prods.

Miscellaneous Groceries

Beech-Nut Prods.
Bird's Eye Frosted Foods
Calavo Growers of Calif.
California Prune Industry
Campbell's Soups
Canned Pae Marketing
Co-operative
College Inn Chili Con Carne
College Inn Rice Dinner
College Inn Soups
College Inn Spaghetti
Crisco
Del Monte Fruits
Del Monte Prods.
Dr. Price's Pure Food Coloring
Eatmer Cranberries
Elam's Whole Grain Prods.
Florida Citrus Commission
Florida Grapefruit
Florida Oranges
Florida Tangerines
Fould's Prods.
Franco-American Spaghetti

Gebhardt's Chili Con Carne
General Foods Prods.
General Mills, Inc.
Georgia-Carolina Peaches
Gerber's Strained Baby Foods
Hartley's Marmalade
Hawaiian Pineapple
Heinz Beans
Heinz Junior Foods
Heinz Prods.
Heinz Soups
Heinz Spaghetti
Heinz Strained Foods
Holleb's Canned Foods
Holleb's Canned Fruits
Holleb's Canned Vegetables
Holleb's Cranberry Sauce
Holleb's Golden Pumpkin
Idaho Potatoes
Idaho Onions
Jell-O Puddings
Knox Gelatine
Kosts
Kraft Dinner
Kre-Mel Dessert
Masoot Food Prods. Co.
Minnesota Valley Canning Co., Prods.
Minute Tapioca
Mrs. Kiehl's Prods.
None Such Canned Vegetables
Ocean Spray Cranberry Sauce
Peanut Crunch Peanut Butter
Peter Pan Canned Vegetables
Quick Soup
Richelleu Canned Fruits
Richelleu Canned Vegetables
Richelleu Foods
Richelleu Peanut Butter
Richelleu Preserves
Savoy Canned Fruits
Savoy Canned Vegetables
Silver Skillet Prods.
Snider Prods.
Spry
Stereo Bouillon Cubes
Sunkist Lemons
Sunkist Oranges
Sunsweet Prunes
Texsun and Tex-Maid Grapefruit
Trix Corn Bubbles
Tru-Blu-Berries
Walch's Prods.
Wilson's Pure Lard

INDICATES APPEARED EXCLUSIVELY IN THE CHICAGO DAILY NEWS



The SHOPPING LIST from which Chicago fills its \$350,000,000 Grocery Basket

MRS. CHICAGO last year spent Three Hundred and Fifty Million Dollars for groceries . . . \$665.90 every minute of every day! To reach and win this tremendous primary market, profitably, most national grocery advertisers turned to newspapers. By far the first choice was "Chicago's HOME Newspaper." Powerful in the known response of its great family audience, The Chicago Daily News was awarded 262 of the 346 accounts

carried in *all* Chicago newspapers. And 67 of these accounts were awarded to it *exclusively*. A Three Hundred and Fifty Million Dollar market for *anything . . . anywhere . . .* is too much to be overlooked. So is an advertising medium that holds the key to such a market. Advertisers themselves have shown how this market can be sold at the least cost, in the least time.

choice of food advertisers for years; and in 1939 it again carried *more* General Grocery Advertising than any other newspaper, not just in Chicago but in the entire United States—morning, evening or Sunday.* More than 1,000,000 persons in over 450,000 families read The Chicago Daily News . . . families in every section of the city and suburbs . . . families with the power, if they choose, to buy your product.

THE CHICAGO DAILY NEWS

Chicago's HOME Newspaper • With the Most Valuable Circulation in the City
DAILY NEWS PLAZA, 400 West Madison Street, CHICAGO • DETROIT OFFICE: 4-119 General Motors Building
NEW YORK OFFICE: 9 Rockefeller Plaza • SAN FRANCISCO OFFICE: Hobart Building

*Source: Media Records, Inc.